

ITN'S 24 HOUR NEWS CHANNEL JOINS CONTENT LINE-UP FOR BT'S MOBILE TV SERVICE

BT today announced that the 24 hour made-for-mobile news channel, ITN News, has joined the line-up of popular TV channels on its wholesale mobile broadcast entertainment service, BT Movio. The news channel is available on the BT Movio platform from today.

The addition of ITN's made-for-mobile news channel completes the content line-up for the launch of BT Movio, which is available to all UK mobile operators on a wholesale basis. ITN News joins BBC One, ITV1, Channel 4 and E4 as the content providers for the BT Movio service, bringing a broad package of the UK's most popular programmes to mobile users.

ITN News is a channel made specifically for mobile phones by ITN On (formerly ITN Multimedia) carrying updated news bulletins every 15 minutes. It allows mobile users to keep up to date with the latest news from around the world, covering sports, business, entertainment and politics. ITN On is a major supplier of news and other video entertainment content services to broadband, mobile phone and radio platforms in the UK, and is part of one of the world's largest independent content production companies.

Emma Lloyd, managing director, BT Movio said: "The addition of ITN News further strengthens our launch content-line up. During the BT Movio pilot, consumers consistently ranked news as the number one preference in their content line-up. Consumers also told us that they wanted trusted brands, and ITN is synonymous in the UK with news and factual programming."

Nicholas Wheeler, managing director, ITN On said: "ITN On focuses on producing content for mobile phones. We see the BT Movio wholesale mobile broadcast entertainment service as a key part of the future of mobile broadcasting in the UK and therefore our inclusion on the platform is of strategic importance."

BT Movio's wholesale service is being retailed by Virgin Mobile. Launched on October 1 this year, the service is available for free with Pay Monthly contracts of £25 a month or more. For Pay As You Go customers, the service (other than BBC One, which is provided free) costs £5 a month, after an initial 90 days free. The service is available from Virgin Mobile Stores and those located within Virgin

Megastores, selected WHSmiths and The Carphone Warehouse, as well as online at www.virginmobile.co.uk.

BBC One, ITV1, Channel 4 and E4 are already broadcasting on the service. BBC One is available on a trial basis for 12 months and is provided free of charge to consumers. Channel 4 initially broadcasts *Channel 4 Short Cuts*, its made-for-mobile TV channel, and expects that Channel 4 simulcast will follow.

The BT Movio service also provides access to all of the UK's DAB digital radio stations, typically 30-50 DAB stations in any one region, as well as a seven-day programme guide and 'red button' interactivity.

For further information on BT Movio, visit <http://www.bt.com/movio>

Ends

Inquiries about this news release should be made to Gemma Thomas or Anna Easton in the BT Group Newsroom on its 24-hour number: 020 7356 5369. From outside the UK dial + 44 20 7356 5369. All news releases can be accessed at our web site: <http://www.bt.com/newscentre>.

BT Movio photography is available for download free of charge from <http://www.vismedia.co.uk>

About BT

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include networked IT services, local, national and international telecommunications services, and higher-value broadband and internet products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2006, BT Group's revenue was £19,514 million with profit before taxation of £2,040 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit www.bt.com/aboutbt

About ITN On

ITN On (formerly ITN Multimedia) is the UK's leading supplier of news and other video entertainment content to broadband, mobile phone and radio (IRN) platforms. ITN On pioneered video news on mobile in Europe, launching with 3 in 2003 and was the first UK company to create made-for-mobile news and weather channels. ITN On's key business partners include mobile operators such as Vodafone, T-Mobile, 02, and 3 as well as established broadband operators Yahoo!, MSN and search engines Google and Blinks TV. ITN On's radio division IRN supplies news to 300 commercial radio stations throughout the UK with a daily audience of 26 million.

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