

IP Vision Launch FetchTV

The UK's first genuine non-subscription Video-on-Demand service in a sleek set-top box with PVR & Freeview tuner

UK company IP Vision is launching a new hybrid set top box that combines a video-on-demand (VOD) service, Freeview tuner and personal video recorder (PVR). The service – FetchTV – is the first truly subscription free video-on-demand TV service available in the UK.

Once the box has been purchased there are no more TV subscriptions to pay; you simply pay for the VOD content you want to view. FetchTV could do for video-on-demand what Freeview did for digital TV.

FetchTV's SmartBox is an 'over the counter' plug and play solution with no need for an engineer installation visit. The VOD service works with any broadband supplier – unlike other VOD-enabled TV services available in the UK. Customers who don't have broadband can shop around for the best broadband deal to suit them.

The box is HD ready and also acts as a media centre allowing users to view their own digital pictures and movies on the TV.

FetchTV's SmartBox has a USB port that allows any programmes recorded from Freeview channels to be exported on to a USB stick or drive, meaning the box's hard drive need never get full.

IP Vision is also able to deliver a white-labelled version of the TV platform that can be suitably branded for partners. All elements can be delivered quickly and cost-effectively as a bespoke solution. IP Vision provides an economically viable model for brands to enter the digital TV market. The mechanics of the service mean there is no need for expensive head-end servers or dedicated networks.

IP Vision's platform makes it easy for content providers to get programmes on to a simple intuitive VOD portal, while providing a user-authenticated payment process that makes it simple for the consumer to pay for content.

Eddie Abrams, CEO of IP Vision said:

"FetchTV really is the first opportunity UK consumers have to experience video-on-demand on their TV without having to pay any subscription. People buy the HD ready box, connect it to their broadband provider of choice and simply pay for the VOD content they choose to watch. The box also provides the customer with 40 hours of recording capacity, Freeview tuner and media centre so making its price very attractive. As a new broadband customer, it is possible to make a saving of over £100 using IP Vision's FetchTV facility and your own choice of broadband supplier rather than using BT Vision's option to access pay as you go VOD. Unlike BT Vision, you can stick with your existing broadband supplier or move between broadband providers without giving up the FetchTV service. You can even take the box to a friend's house and plug it in.

Our platform ensures that we can brand the whole service for interested partners or add branded



content channels to our VOD offering quickly and at an incredibly competitive price. TV is still an untapped medium for many brands and until now launch and running costs of branded TV services and channels have kept it this way. We believe that our platform provides an affordable gateway for brands that want to enter the digital TV space to be able to do so.”

VOD content is delivered to the box by 'progressive download technology'. Fetch TV is designed so that when enough of a programme has downloaded the user can start watching – in most cases this is instant – but in areas with slower broadband speeds customers may have a short wait before they can begin watching their chosen show.

Once viewing has started, the whole programme can be watched uninterrupted. This technology opens up VOD and IPTV to consumers who have never been able to take advantage of such services before. Other VOD-enabled TV services – like BT Vision or Tiscali TV – stream their content, excluding customers with slower broadband services, or poor lines, which cannot support these services.

At launch FetchTV's line-up includes content from Paramount, ITV, Turner Broadcasting, Eagle Vision, Fremantle, Entertainment Rights and Aardman. FetchTV will open the VOD service to numerous other global entertainment providers over the coming months. The VOD aspect of FetchTV will provide consumers with 1,200 hours of VOD content at launch including major movies, TV episodes covering drama, documentaries, comedy, kids and sport and music videos.

Once downloaded, VOD content typically remains on the hard drive for seven days, so the consumer can choose when they want to start watching their downloads. Once the consumer has started to watch the content, it is usually available to view for 24 hours. Like any other VOD service Fetch TV boasts DVD-like functionality, enabling broadcast programmes to be recorded and live TV to be paused at the press of a button.

Costs:

FetchTV Box RRP £149.99.

Certain suppliers will be offering promotional prices on the box meaning it will be available to purchase for less than the RRP.

Movies can be downloaded from £1.99 to £3.50 for the latest releases.

TV episodes (kids, drama, comedy, documentaries and sport) can be downloaded from £0.99 per episode.

A limited promotion period at launch will mean music videos can be downloaded for free.

The cost to download a music video would normally cost from £0.29 each with genre based bundled packages launching soon.

Kids TV Episode packs – similar to having access to a whole DVD of a kids show – can be downloaded from £1.99.

Available from www.fetchtv.co.uk and www.qvcuk.com from November 2008.

The box will also be available in high street retailers in Q1 2009.



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Notes to Editors:

Corporate and product photography is available

Price Comparison

FetchTV

Using Tiscali's 8Mb Free Weekend Talk + line rental package for 18 months.

FetchTV Box £149.99; Broadband cost (incl free weekend talk and line rental) £9.99 a month for the first three months, £14.99 a month thereafter.

Total £404.81

BT Vision

BT Broadband Option 1 + BT phoneline with free evening & weekend calls including home hub allowing access to BT Vision pay per view VOD when V-Box purchased (18 month contract required)

£18.45 a month for the 1st three months; £26.49 a month thereafter; V-Box purchase £30; V-Box connection £30.

Total £512.70

Saving with Tiscali's 8Mb Free Weekend Talk + line rental package for 18 months and Fetch TV: £107.89

IP Vision was formed in 2007. Shareholders include Netgem S.A, a French company listed on the Nouveau Marché Stock Exchange in Paris and funds managed by F&C Reit, a major fund management company.

IP Vision's primary product is an HD-ready hybrid set top box platform that operates as a direct to consumer service or a white label platform offering third parties a fully managed service solution. The platform delivers multichannel digital TV and video on demand entertainment, including HD downloads. The service can also be branded for affiliates and delivered without the need for expensive head-end servers or dedicated networks.

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