

BBC Arabic selects iPoint-media's moderated live participation TV solution

The BBC has selected iPoint-media's goliveTV moderated user generated content and news solution for its new Arabic news service. BBC Arabic will use goliveTV to implement new types of viewer participation TV shows based on live and recorded user content from 3G mobile phones and Internet webcams.

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iPoint-media (LSE: IPNT), a provider of live user content delivery platforms for web, mobile and TV, announces that BBC Arabic Service has selected its goliveTV moderated user generated content ("UGC") and news solution. BBC Arabic will use goliveTV to implement new types of viewer participation TV shows based on live and recorded user content.

BBC Arabic will utilize goliveTV to offer its viewers the means to take part in shows using the latest broadband video technology. BBC Arabic viewers will be able to call into a TV show from their 3G mobile phones or Internet webcams and either record a video blog that can be aired at a later time or request to participate in a live TV broadcast. Advanced moderation capabilities included with goliveTV will provide BBC Arabic producers the ability to screen all recorded video as well as interview all live callers before allowing the content to be aired.

Jerry Timmins, Head of Africa and Middle East Region, BBC World Service, commented:

'The coming BBC Arabic TV channel will be a true multi-media operation that will span content across television, radio and BBC interactive services. The UGC and news solutions of iPoint-media made them the right choice for BBC Arabic.'

Muki Geller, iPoint-media CEO, commented:

'Our selection by BBC Arabic Service demonstrates the satisfaction and belief the BBC has in our goliveTV service. We're pleased to be associated with the world's most innovative news service and look forward to growing our relationship with the BBC.'

iPoint-media's goliveTV revolutionizes the use of UGC in live TV broadcast, enabling broadcasters and media companies to implement new interactive formats that help increase revenues, ratings, and branding opportunities beyond existing solutions. Comprehensive management facilities ensure broadcasters retain full control and moderation of all live and recorded content, a mandatory requirement for the airing of user content in live TV broadcasts. goliveTV supports live and recorded video content from both 3G mobile phones and Internet webcams.

Additional information on iPoint-media's goliveTV can be found at www.iPoint-media.com.

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iPoint-media is the leading provider of delivery platforms for live user generated content (UGC) and value added video calling services. The company's goliveTV platform enables media companies and broadcasters to develop new UGC-focused participation TV show formats that can be published to the web, mobile and live TV broadcasts. goliveTV manages the complete lifecycle of UGC, from

content collection through to tagging, moderating, storing and publishing. iPoint-media's Vitrage video calling service platform enables mobile operators and content aggregators to deploy the widest array of interactive video calling services utilizing recorded and user-generated content. Vitrage services include one2many broadcasts, video call centers, video chats, video blogging, as well as interactive astrology and tarot card services.

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You can also visit www.ipoint-media.com for more information.