

Shemaroo Entertainment & MoMedia sign exclusive deal with BT Vision for new UK Bollywood VoD service

Shemaroo Entertainment, a leading entertainment company from India and MoMedia International, a leading digital distributor and manager of Video on Demand (VoD) services backed by Endemol, have concluded an exclusive five year deal with BT Vision to create and manage Bolly & Beyond, its brand new South Asian VoD service for the UK.

Mumbai, Maharashtra, September 7, 2009 /[India PRwire](#)/ -- Shemaroo Entertainment, a leading entertainment company from India and MoMedia International, a leading digital distributor and manager of Video on Demand (VoD) services backed by Endemol, have concluded an exclusive five year deal with BT Vision to create and manage **Bolly & Beyond**, its brand new South Asian VoD service for the UK.

Shemaroo and MoMedia will manage and market **Bolly & Beyond**, a subscription service due to launch later in September 2009 on British Telecom's IPTV platform, BT Vision. The service will target South Asian communities in the UK with a mix of Bollywood movies, music and television shows and will be available to subscribers for £6.85 per month.

Commenting on the deal, Jai Maroo, Director, Shemaroo Entertainment, said: "We are delighted to be working exclusively with BT Vision on this brand new VoD service. With our large and diverse library of content and our strong relations with all the major content producers in India, we are excited to be providing a unique entertainment package to the South Asian communities residing in the UK. As a major content company we strive to innovate in the digital space."

Lucas Bertrand, Co-Founder & CEO, MoMedia International, added: "We are proud to be offering our managed VoD solution to BT. We are seeing an increasing number of platforms outsourcing all or part of their digital TV services to specialist partners such as ourselves."

Marc Watson, CEO, BT Vision, said: "We are delighted to be bringing a wide range of quality South Asian programmes to BT Vision. Bollywood fans can now choose from an extensive library of TV and Film and watch what they want, when they want it. This is a great addition to what is already the UK's biggest on demand service for TV, film, kids, music and replay programmes."

Notes to Editor

About Shemaroo Entertainment:

Shemaroo Entertainment Pvt. Ltd. is an integrated **Film Production, Post Production, Distribution and Animation** player specialising in Broadband, Internet, IPTV, Mobile and other emerging technologies.

Shemaroo Entertainment has a library of over 1000 titles spanning Bollywood, Regional Cinema, Social, Cultural, Spiritual, Health, Lifestyle, Documentaries and Short Films from the Indian Subcontinent.

Shemaroo Entertainment is a one-stop-shop providing end-to-end content solutions to leading service providers across the globe. Shemaroo has created a robust mechanism for content identification, acquisition, repurposing, format conversion, packaging, positioning, promoting, marketing and managing content.

For more information visit www.shemaroo.com

About MoMedia International:

MoMedia International is a leading digital distributor and manager of VoD & Digital TV services for Mobile, Web and IPTV platforms. Backed by Endemol, MoMedia manages the digital rights to thousands of hours of content from 130+ production companies, distributing content globally onto mobile, web, IPTV, gaming and connected TV platforms. The company also distributes channels that are designed specifically for digital platforms. MoMedia was founded in 2004 by Lucas Bertrand and Mark Benmore.

Visit MoMedia International's website at www.momediav.com

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