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## **GOTV NETWORKS ANNOUNCES MOBILE ADVERTISING PARTNERSHIPS**

### ***GoTV Selects Millennial Media, digital SIDEBAR And Ad Infuse***

**Sherman Oaks, CA – September 10, 2008** – GoTV Networks, the first and largest multi-platform new media network, announced today initial strategic mobile advertising partnerships with three of the industry’s most innovative and progressive companies: Millennial Media, digital SIDEBAR and Ad Infuse.

Subscription content will transition over the long-term to advertising-support and GoTV is already preparing its business infrastructure and processes to meet this market opportunity. Fueling the shift are unlimited data plans, 3G networks and large format 3G handsets, all of which enable the consumer to enjoy exciting services – including original and syndicated premium video programming content as offered by GoTV.

GoTV’s integrated mobile advertising effort includes third-party ads on the Company’s mobile Internet sites, third-party video ads within the company’s video programming channels and alternative advertising technologies to drive discovery, subscription and viewership for the company’s products.

First, GoTV is extending a long-standing and successful relationship with Millennial Media to deliver ads on the Company’s network of mobile Internet sites. Second, the Company selected Ad Infuse and Millennial Media to bring video advertisements to the Company’s music channels. As the mobile video advertising space evolves, the Company will extend partnerships to other companies as required. Beyond traditional forms of advertising, GoTV has engaged digital SIDEBAR for highly targeted, on-device interactive direct advertising and promotion.

“We are excited to announce these important relationships. Mobile advertising continues to gain momentum and these partners are integral to GoTV’s strategy,” said Thomas Ellsworth, CEO of GoTV Networks, Inc. “Today the nascent signs of the inevitable market shift to ad-supported mobile content are coming into view. As part of that dynamic, we see a multi-faceted advertising strategy being critical to our success. This includes targeted on-device ad technologies. Looking through this lens, GoTV researched multiple solutions and providers in selecting the set of strategic partners and significant initial advertising revenue traction we are pleased to announce today.”

GoTV’s long-standing relationship with Millennial Media began with a pilot advertising campaign to increase awareness and sell-through of the company’s premium music products. Building on the success of that initiative, GoTV continues to advertise its premium content through Millennial Media’s network of mobile Internet sites. This relationship is now extended as GoTV’s own mobile Internet

sites have been added to Millennial Media's impressive network. Millennial Media will now also bring GoTV opportunities to its growing base of agency and advertising clients. "GoTV's impressive network of mobile video services continues to be devoured by consumers, and will now be in demand by our advertising clients," said Paul Palmieri, CEO of Millennial Media. "GoTV, through its stewardship of the ad-supported approach to mobile video, is leading the industry by driving the evolution of the business model."

**GoTV Mobile Internet sites:**

Altitude: <http://m.4alt.tv>

ES Música: <http://m.4esmu.tv>

Hip Hop Official: <http://m.4hho.tv>

GoTV also selected Ad Infuse to bring video advertisers to GoTV through the Ad Infuse adInMotion™ platform. "Consumer demand for mobile content is high, and we are seeing this same demand from advertisers looking to reach consumers in innovative ways, utilizing all that the mobile web and devices have to offer," said Brain Cowley, president and CEO of Ad Infuse. "By working with Ad Infuse, GoTV will fully leverage the power of GoTV's mobile video experience to engage consumers, and create unique opportunities for advertisers to reach across GoTV's broad network and high quality mobile content."

Ad Infuse and Millennial Media will bring video advertisers to GoTV's music channels, expanding to other GoTV channels later this year. The video ad inventory will be comprised of GoTV's Rock on Altitude, ES Música and Hip Hop Official channels that are available within video programming packages offered by select US wireless carriers and for the Apple iPhone as an application available through the Apple iPhone Application Store.

To build and launch video ad-support capabilities, GoTV's technology team automated the insertion process using the company's proprietary "AdBot" solution while also integrating Millennial Media and Ad Infuse APIs as required.

Commented Thomas Ellsworth, "We are particularly pleased by the strong initial results we have achieved. Our September and October 2008 mobile video inventory was quickly sold by Ad Infuse. This fast start is testimony to the value of the inventory as well as the hard work by our respective sales and technology teams."

To facilitate content discovery, subscription and viewership, GoTV has selected digital SIDEBAR for its innovative on-device interactive advertising platform. Initial consumer tests yielded very positive results that proved the capabilities and significant promise. "GoTV recognizes that digital SIDEBAR's use of mobile device white space for content discovery is one of the best ways to engage consumers when they are not engaged in other activities such as watching video," said Stephanie Grossman, Founder and CEO of digital SIDEBAR. "We look forward to seeing our SIDEBAR platform take GoTV's product discovery and on-device marketing to a whole new level."

Through these initial partnerships, GoTV adds significant advertising support to its powerful set of post-production, automatic encoding, multi-platform syndication, and viewership reporting tools. These tools and GoTV's distribution network of US wireless carriers and broadband websites form the company's powerful suite of content syndication services.

Ellsworth added, “Strategically, our leading end-to-end mobile content syndication capabilities are enhanced by these mobile advertising partnerships. These providers enable GoTV to immediately and significantly enhance the multi-platform syndication offering we currently provide to media owners, advertising agencies and brand partners seeking to bring their programming content to mobile and broadband.”

### **About Millennial Media**

Millennial Media ([www.millennialmedia.com](http://www.millennialmedia.com)) is the industry's leading mobile media networks company – leveraging our quality advertising networks and extensive reach of the lucrative “millennial” audience to define the mobile advertising industry. Millennials are the 76 million people born between 1977 and 1995. They are who every advertiser wants to reach. They are who every advertiser wants to activate. They are who every advertiser wants to engage. And Millennial Media is the link between the advertising world, the mobile world and the lucrative millennial world. We are committed to growing the mobile advertising marketplace by becoming the preferred partner to all advertisers seeking to reach mobile consumers, all publishers seeking to maximize ad revenue, and all mobile operators seeking to further monetize their networks.

### **About digital SIDEBAR**

digital SIDEBAR ([www.digitalsidebar.com](http://www.digitalsidebar.com)) is at the forefront of innovation offering an end-to-end solution for mobile advertising, promotion and content discovery. The company's patent-pending solution, SIDEBAR™, connects wireless operators, advertisers and content developers with mobile consumers. Targeted content is displayed to users before and after calls, with incoming and outgoing SMS notifications, and application launch. Users can interact with content at the time it is displayed or later, during leisure time. SIDEBAR is a highly personalized interactive channel for promotions, content, coupons and special offers. Consumers receive SIDEBAR content at exactly the right time - prime time - while they are engaged.

### **About Ad Infuse**

The mobile consumer experience is central to all that we do. From portable media players to mobile phones - Ad Infuse ([www.adinfuse.com](http://www.adinfuse.com)) delivers highly personalized ad experiences to consumers across all mobile devices. By dynamically inserting targeted ads at the moment of content delivery, Ad Infuse ensures optimal relevancy for the every mobile subscriber. With the utmost respect for consumer data protection, Ad Infuse unlocks new revenue streams for channel owners by dismantling limitations of the current mobile advertising sponsorship model. Evangelizing the growth of mobile media consumption, Ad Infuse is committed to helping mobile operators and content owners reach sustainable efficiency while providing advertisers with ultimate ad effectiveness.

### **About GoTV Networks**

GoTV Networks ([www.gotvnetworks.com](http://www.gotvnetworks.com)) is the first and largest multi-platform new media network. GoTV's studio (GoTV Productions) produces and syndicates original and partner programming through the company's mobile and broadband technologies to the widest distribution network in the US. GoTV's content is accessible online through multiple video websites and portals. Mobile access includes streaming and on-demand services on a broad range of wireless devices through Alltel, AT&T, Boost Mobile, Sprint (including Nextel), Verizon Wireless and Virgin Mobile. The company is headquartered in Sherman Oaks, California with regional offices in Seattle, Kansas City and Atlanta.

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