

# Press Release



## Mobistar launches HD mobile television on iPhone 3G and 3GS and extends his mobile TV offering with Eén, Ketnet/Canvas, La Une and La Deux.

**Brussels, 15 September 2009 – Mobistar continues to innovate, and today is the first operator in Belgium to launch HD (high definition) technology for mobile television on the iPhone 3G and 3GS. Mobistar is also expanding its mobile television range in a partnership with public broadcasting companies VRT and RTBF. A new iPhone portal will give Mobistar customers the opportunity to read the VRT and RTBF news or watch RTBF streaming videos on their 3G and 3GS iPhones. The new mobile television platform will be accessible from other smartphones before the end of 2009.**

In 2005, Mobistar innovated the market with the first television images on a mobile phone. The technology has evolved since then and today, Mobistar is presenting the newest technology for mobile television: HD technology developed in cooperation with Telemak and Envivio. HD technology for live television has a streaming capacity of over 200 Kbps. Thanks to the implementation of the new television platform, customers can experience higher image and audio quality and better ergonomics. Mobistar is the first Belgian mobile phone operator to offer such a new entertainment service.

Today, Mobistar is also expanding its live television range via its partnership with the country's public broadcasters. Eén, Ketnet/Canvas, La Une and La Deux are being added to the existing TV offering. Mobistar mobile television viewers can now zap through 24 channels (\*) and only pay 49 cents a day with a maximum of one hour's viewing per day for their mobile television experience. The electronic programme guide will be offered free of charge to Mobistar mobile TV customers.

According to Jean-Paul Philippot, CEO RTBF "The change-over to digital production and post-production is a technological revolution for the citizens of the 21<sup>st</sup> century. The RTBF is right at the heart of this change, which brings us closer to the audience. The technology enables us to strengthen the togetherness and proximity that our brand represents, through our expertise in production and broadcasting of sound and images. Access to TV channels via the mobile phone is the latest step in the expansion of the RTBF's offering."

Stijn Lehaen, Manager Broadband and Mobile explains: "With this agreement, the VRT is taking another major step forward in its digital development. Because Flemish media users are increasingly interested in a mobile offering, the VRT is making its TV output available on the Mobistar iPhone portal. In this way, we are playing our role as a public service broadcaster to the full, on mobile platforms too."

Mobile television on the iPhone 3G and 3GS is accessible through web browser Safari without any activation or installation. Mobistar customers should select Mobistar in the bookmarks on their iPhone 3G and 3GS. This takes them to the new iPhone portal, where they can choose the channel they want in the Mobile TV category. Mobistar has mobile broadband technology everywhere, both via EDGE (99%) and via 3G/HSDPA

(85%). The iPhone 3G and 3GS switches seamless from EDGE to the faster 3G/HSDPA, so that customers are always certain to have the fastest connection for optimal convenience.

Under the partnerships, VRT and RTBF not only provide live television but also RSS feeds on news and sports. The news is located on the new iPhone portal and is free to all Mobistar customers. Customers can also watch news and entertainment videos and the 'best of web' for iPhone. The VRT is only providing streaming and text messages. The new iPhone portal was developed by The Reference and mainly focuses on the integration of third-party services. The Reference was also responsible for the iPhone portal's design, which concentrates on usability and customer experience.

By means of targeted innovation, Mobistar aims to offer its customers the possibility of experiencing total mobility. Innovation and mobility are the two pillars on which our strategy is based.

(\*) Eén, Canvas/Ketnet, La Une, La Deux, VTM, AB3, AB4, Eurosport fr, Eurosport nl, CNN, Cartoon Networks fr, MCM Top, Cartoon Networks uk, Jim, Mangas, Action, AB Moteurs, Cine FX, eXtreme Sport, France 24, TV5 Monde, Trace TV, Eurosport 2 fr, Eurosport 2 uk

Mobistar (EURONEXT BRUSSELS: MOBB) is one of the main actors in the world of telecommunications in Belgium and Luxembourg, active in mobile telephony, fixed telephony, ADSL and on other markets with a strong growth potential. The company develops innovative products and services for the residential and the business market. Mobistar is listed on the Brussels Stock Exchange and is part of the France Télécom group.

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With its rich and diversified programming, the **RTBF** is responding to the needs of the entire French community, representing over 4 million men and women living in Brussels and Wallonia. The RTBF's radio and television programmes focus on **information, education and entertainment**. The RTBF is dedicated to the pursuit of audacity, excellence and enrichment. It is first and foremost a producer and co-producer of content distributed by Hertzian waves, cable and satellite channels as well as on the Web. The RTBF is a unique audiovisual provider for the French community, as it owns its own broadcasting infrastructure and manages its own transmission needs throughout the entire territory.

De Vlaamse Radio- en Televisieomroep (VRT) is de openbare omroep voor radio en televisie in Vlaanderen. Hij is de meest betrouwbare, creatieve en innovatieve mediaorganisatie in Vlaanderen. De VRT is een grote organisatie met zo'n 2.800 medewerkers. Er zijn zeven directies bij de VRT: Marktstrategie, Media, Productie, Operationele Afdelingen, Financiën & Logistiek, Technologie & Innovatie en HR. De VRT heeft drie televisie- en zes radionetten en is ook heel actief op het web. De VRT moet een zo groot mogelijk aantal Vlamingen bereiken met een gevarieerd aanbod en specifieke aandacht voor nieuws en informatie, Vlaamse identiteit, cultuur, kennis en wetenschap, en ontspanning. Deze opdracht en bijhorende bepalingen zijn in de gecoördineerde mediadecreten en in de beheersovereenkomst met de Vlaamse overheid vastgelegd. De beheersovereenkomst regelt de rechten en plichten van de Vlaamse Gemeenschap en de VRT en bepaalt de financiële enveloppe die de Vlaamse overheid aan de omroep toekent.

Telemak ([www.telemak.com](http://www.telemak.com)) - Telemak is a leader in webcasting and streaming content delivery solutions for mobile and broadband networks. The company was founded in 1994 and has delivered digital media services to a broad range of industries and customers such as Apple, RedBull, TMF, Telenet, Toyota and Atlas Copco.

About **Streamezzo**: « Streamezzo is the software publisher of the mobile open development platform allowing the easy development of Rich Applications for all major mobile operating systems: Android™, BlackBerry®, Brew®, iPhone™, Java®, Linux®, Symbian® S60 (including last 5th Edition) and Windows Mobile®. Streamezzo's comprehensive software framework, innovative architecture and pre-built software components provide a complete solution for developing "write once, run anywhere" mobile services that deliver the ultimate user experience.»  
[www.streamezzo.com](http://www.streamezzo.com)

**Envivio** Inc. is the leading technology provider of IP video convergence solutions for operators and broadcasters. Envivio is the only company to offer convergence solutions supporting the "Three Screens" of consumer video – TVs, PCs and mobile phones – making IP video a reality over any type of network and to any multimedia device from mobile to HD. Service providers worldwide use Envivio solutions to reduce their operational costs while offering subscribers the most compelling and highest quality video services anytime and anywhere. [www.envivio.com](http://www.envivio.com)

**V4x** is an innovative company providing solutions to produce rich & interactive video for Mobile, Desktop (Web) and other digital devices. For Mobile TV, V4x provides a set of tools to manage video channels mixing live simulcast with loop playlists and enrich video with interactive services such as SMS voting, banners, links, m-coupons etc. **V4x Interactive Factory** enables content producers and aggregators to launch TV3.0 services, and offers new transaction monetization schemes such as click-and-buy ads, sponsored links to e-commerce sites or one-click Premium SMS games. [www.v4x.com](http://www.v4x.com)

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