

ohm:tv gmbh

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Press Release

for immediate release

ohm:tv ramps up mobile tv channel offer

new channels on air with Vodafone and Hutchison

ohm:tv's Barcelona based mobile phone division has extended its portfolio of mobile tv channels, by launching GIRLZ and THE LINE. Both channels are produced by mango tv mobile, Barcelona and worldwide distribution is exclusive to ohm:tv.

GIRLZ is the first mobile tv channel dedicated to teenage girls with programmes featuring fashion, life style, the latest gossip from the world of international stars as well as short movies and animation series made for today's hip and trendy teenage girls. The channel identity has been developed by Israeli production house Chooz. GIRLZ began airing on Hutchison, Austria in February 2007.

THE LINE is a new music channel targeting music lovers and offers live concerts, backstage footage, tour reports and short movies about music. THE LINE is on air with Hutchison in Austria.

Ohm:tv mobile has six different mobile tv channels currently on air in Europe these include Crime Scene TV and SHORTZ, a short movie channel. Both channels have been on air for nearly two years and are debuting in Sweden and Denmark in a couple of weeks. Mango tv, the life style channel with a pink twist is now available to viewers in Germany through Vodafone.

Ohm:tv has also picked up the international distribution rights for RocketTV, the first mobile tv channel dedicated to alternative rock. The channel is produced by Berlin based Freshmilk

Entertainment in co-operation with various music labels. RocketTV features the latest bands and releases in the universe of rock and includes exclusive interviews and backstage news from the worlds leading festivals. ohm:tv will be launching the channel at this year's MIPTV.

Hans Spielthener, Managing Director, ohm:tv comments, "The success of our established channels has encouraged us to expand our portfolio. The fact that all our channels are produced especially for mobile phones makes them very attractive to our clients since all content rights are explicitly cleared for mobile phones – a crucial advantage compared to other products on the market".

About ohm:tv

ohm:tv defines the relationship between powerful programming ideas, excitement, current programming needs and resistance against boring TV.

Based in Cologne and Barcelona ohmtv provides innovative tv formats, animation series and mobile phone content.

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