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Press Release

for immediate release

### **ohm:tv and mobitel join forces in the Balkan region**

ohm:tv mobile continues worldwide success in South Eastern Europe

ohm:tv is pleased to announce that its Barcelona based mobile phone division has further secured its expansion into South Eastern Europe by signing a content distribution agreement with Zagreb (Croatia) based mobile marketing agency Mobitel d.o.o. ([www.mobitel.hr](http://www.mobitel.hr)).

The deal involves local distribution rights for ohm:tv's complete mobile content catalogue, featuring popular animation characters such as "Petey and Jaydee", "Toymatters" and "Crash Test Dummies Off Work" as well as ohm:tv's mobile games and mobile tv channel portfolio.

The agreement enables both companies local distribution rights with content portals and operators in Croatia, Macedonia, Serbia, Montenegro, Bosnia Herzegovina, Bulgaria and Romania. The deal enables Mobitel to integrate content in custom made marketing campaigns for its clients in the region.

Mobitel d.o.o. the leading mobile marketing agency, content aggregator and distributor in the Balkan region is dedicated towards the development and implementation of world-class Mobile Marketing campaigns. Its content portfolio comprises first class international and domestic mobile content such as National Geographic, Warner Music, Croatia Records, etc. The company has its offices in Zagreb, Belgrade (entitled Mobitel Plus d.o.o.) and Ljubljana (MT Plus d.o.o.), technical connections and contracts with the operators in the region as well as strong media and international brands clients and partners.

As one of the first company's to provide mobile content **ohm:tv mobile's** primary mandate is to develop and distribute innovative content for mobile devices across all genres with a strong

international appeal to mobile content portals and mobile networks. In addition ohm:tv is distributing four complete branded mobile tv channels. ("mango tv", "Crime Scene TV", "shortz!" and "short cuts tv") Two new channels, produced by Barcelona based mango, tv will be launched in February this year.

Hans Spielthener, Managing Director, ohm:tv comments, "We are delighted to announce this important move towards South Eastern Europe, where mobile phone content is extremely popular. With Mobitel we have found a compatible partner in this flourishing and fast growing market, which now brings our content to more than 60 territories worldwide".

Maja Jelisi\_, Managing Director, Mobitel d.o.o comments, "We are very pleased to create a win-win partnership with ohm:tv and expand our content portfolio with ohm :tv top quality content that will surely find its target audience in our territory through various campaigns that Mobitel creates".

### **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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