

Press Release

January 6, 2009
Interactive Program Guide, Inc.

Program PR Service Launched on IPG

New G-GUIDE Feature, "Popular Programs" launched, with images and up to information one month ahead.

Interactive Program Guide, Inc. ("IPG," based in Chuo-ku, Tokyo, President: Keisuke Toji), which provide the electronic program guide (EPG) service, will launch a new service that provide program information up to one month ahead of broadcast, with images, and will strengthen program promotions for broadcasters.

G-GUIDE has provided program information on various devices, including "G-GUIDE" for TVs and DVRs, "G-GUIDE MOBILE" for mobile phones, and "SYNDICATED G-GUIDE" for internet services. Provision of enriched program promotion information on these services, will further increase interests towards TV programs, and create new viewing opportunities.

The new "Popular Programs" feature will be provided for programs up to a month ahead of the broadcast date, in addition to the eight days worth of data already being provided. 100 terrestrial digital programs will be featured, with images. The service will first be launched on TVs for terrestrial digital broadcasting, but will eventually be expanding to G-GUIDE services on other devices, including other TVs/DVRs, mobile phones, and the Internet.

To account for the increase in information volume, a user-interface that displays thumbnail images, as well as category-based tabs, will be provided in order to allow G-GUIDE users to easily and efficiently find their desired programs. Users will also be able to directly set viewing or recording timers directly from the "Popular Programs" page, a feature that will help avoid users missing the program.

The "Popular Programs" service will similarly be deployed for BS digital and CS programs, and while continuing to improve the volume and quality of program content, IPG will work to provide an environment that makes TV life more enhanced and enjoyable, for G-GUIDE users.

In approaching the complete transition to digital broadcasting in 2011, IPG will aim to build an environment that allows TV programs to be even more enjoyable than now, through improving user-convenience of TV program information services, taking into account diversified TV viewing styles and user needs.

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