



Interactive Program Guide, Inc.

Press Release

March 26, 2007
Interactive Program Guide, Inc.
Orega, Inc.

Business and Technology Partnership between IPG and Orega
Provision of EPG and Program Promotion Data Linkage Solutions

Interactive Program Guide, Inc. ("IPG," based in Chuo-ku, Tokyo, President: Keisuke Toji), which provides the electronic program guide (EPG) service "G-GUIDE," and Orega, Inc ("Orega", based in Shinjuku-ku, President: Miyoshi Shu), which develops collaborative systems, agreed on a business and technology partnership, where "Bansengumi," a business support system for program promotions for broadcasters, developed and sold by Orega, will be linked with "MINDS," the EPG data distribution platform developed and operated by IPG.

IPG currently provides various EPG services based on the official program data of broadcasters, such as "G-GUIDE," "G-GUIDE Mobile," and "Syndicated G-GUIDE". The total number of shipped units supporting "G-GUIDE" has reached 10.1 million units, and the total number of registered users for "G-GUIDE Mobile" has reached over 13.75 million users (as of March 9, 2007).

In turn, Orega released "Bansengumi," the support system for broadcasters' program promotions last fall, and has been implemented at key broadcasting networks and their respective affiliate networks. In addition, the next version, scheduled to be released this spring, will have a function installed allowing linkage between each "Bansengumi" server. This will lead to the expected start of key networks and respective affiliate networks sharing and exchanging data on program promotions.

Based on this new partnership agreement, IPG and Orega will preinstall functions that allow data to be sent between "Bansengumi" systems and IPG's "MINDS" as packages, by outputting any data in "Bansengumi" using standard broadcasting XML formats, such as TV Anytime. IPG and Orega are actively planning a mutual digital watermark implementation for system content, and an EPG input support system for broadcasters. This will enable the automatic linkage of EPG data and program promotion data for broadcasters, and realize safe and accurate data linkage between key networks and their respective affiliates, as well as the deployment of various EPG services.

IPG and Orega will support the digitalization of program promotions for broadcasters, and will actively hold joint promotional events such as seminars in order to contribute to the encouragement and expansion of TV viewing and aim to disseminate an infrastructure that will allow the sharing and exchanges between appropriate parties of rich promotional material, such as images. The first step in the joint promotional effort of this new partnership is a seminar that will be held on April 6, 2007 in the Japan Oracle Seminar Room on the "Digitalization of Program Promotions Data."

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