



Press Release

December 27, 2006
Interactive Program Guide, Inc.

“G-GUIDE MOBILE” started Nationwide Digital Terrestrial Program Data Service Utilizing SI Data (Official Terrestrial Digital Broadcast Data)

Interactive Program Guide (Chuo-ku, Tokyo; President Keisuke Toji, hereinafter IPG), has accomplished **first ever(*2) nationwide terrestrial digital program service utilizing SI Data, the Official Terrestrial Digital Broadcast Data**, for its free(*1) TV program guide service for mobiles, G-GUIDE MOBILE.

G-GUIDE MOBILE has started terrestrial digital program data service utilizing SI Data in November 2005 for Kanto, Kinki, Chubu, and Tohoku regions, and has continuously expanded its coverage in line with the digitalization of the TV broadcast nationwide. As of December 26, 2006, IPG has completed its coverage for all 47 prefectures in Japan, from Hokkaido to Okinawa, making IPG the first ever(*2) provider of nationwide EPG service utilizing SI Data.

SI Data, in which each and single program data is managed by ID, is capable of reflecting any change in the contents of the actual broadcast, in the event of extended broadcast (sport games) and special emergency programs, to its data in an instant. This enables G-GUIDE MOBILE utilizing SI Data to **automatically track TV program which has been scheduled via the “Remote Scheduling Function”(*2) provided by IPG, even if there is a change in the actual broadcast time.**

Furthermore, IPG is the only EPG Service Provider in Japan(*2) today, with the grant of official approval from all the broadcasters nationwide for SI Data covering the entire nation.

G-GUIDE MOBILE is pre-installed in 3G mobile phones for 3 carriers, NTT DoCoMo, KDDI, and SoftBank Mobile, with over 11.5 million registered users (as of December 26, 2006).

Through the continuing expansion of number of models and development of attractive enhanced features, IPG will continue to improve the convenience of the EPG services.

*1: There will be a small packet communication fee for downloading the EPG.

*2: as of December 26, 2006, researched by IPG.

*3: Function to schedule TV program recording from outside the home (mobile phones, etc) via the Internet.

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