

Press Release

October 1, 2009  
Interactive Program Guide, Inc.

## Expansion of Syndicated G-GUIDE Service

Launch of Syndications to Terrestrial Digital-Supporting “MOBILE TV Pia” and “Talent Schedules”

Interactive Program Guide, Inc. (“IPG,” based in Chuo-ku, Tokyo, President: Keisuke Toji), which provides the ‘G-GUIDE’ electronic program guide (EPG) service, started provision of the ‘Syndicated G-GUIDE Service’ to the “MOBILE TV Pia” and “Talent Schedules” services, provided by Nano Media Inc. (“Nano Media,” based in Minato-ku, Tokyo, President: Chiaki Fujino).

With the provision of the Syndicated G-GUIDE service, the “MOBILE TV Pia” and “Talent Schedules” services will support broadcasters’ official program data (SI data) for terrestrial digital and BS digital broadcasts, information that is updated frequently and high in accuracy.

For both the TV program guide feature of “MOBILE TV Pia”, and talent information used in “Talent Schedules”, provision of the latest program information to users will be possible, even in cases where broadcast schedules are changed at the last minute, or broadcast times are extended.

In addition, appropriate program information can be provided by allowing users to select their broadcast region, and displaying program information according to the region.

In approaching the complete transition to digital broadcasting in 2011, IPG will continue 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.

### ■ Syndicated G-GUIDE Partners

<http://www.ipg.co.jp/sgg/index.html>

“G-GUIDE”, “G-GUIDE MOBILE”, and any other “G-GUIDE” accompanying logos are registered trademarks of Gemstar-TV Guide International, Inc.

\*“Syndicated G-GUIDE” refers to the G-GUIDE service provided to internet businesses by Interactive Program Guide, Inc.

\*All listed company, product, and service names are registered trademarks belonging to its respective company