

Press Release

February 22, 2010  
Interactive Program Guide, Inc.

**G-GUIDE *Chumoku* Programs Now Available on TV Web Browsers**  
Content expression and operability improved, and video function supported

Interactive Program Guide ('iPG', based in Chuo-ku, Tokyo, President: Keisuke Toji), which provides the 'G-GUIDE' electronic program guide (EPG) service, has newly developed a scheme which allows access to '*Chumoku Programs*' information on digital televisions that support the web browser function, against the backdrop of increasing internet connections to TV devices, and increasing opportunities to access information through digital televisions.

The '*Chumoku Program for Web*' service will utilize TV program content provided on G-GUIDE services, and will have a new interface and useful features that allow TV-viewers to easily find the TV shows they want to watch.

iPG will continue to provide more convenient services to TV-viewers, in expanding TV program information and enhancing G-GUIDE features.

The '*Chumoku Program for Web*' service characteristics are as follows.

■ New Easy-to-use Interface

A new interface focused on 'TV expression' and operability has been developed, in taking advantage of the Web browser's characteristics and differentiating this service from the web services provided for computers. It provides for an easy and intuitive navigation by anyone, with clear menu icons, and screen layout with large photos.

In addition, the upcoming DVR support of this service will support the viewing and recording scheduling features.



'Chumoku Programs for Web' Homepage Image



'Chumoku Programs for Web' Program Details Screen Image

## ■Support of Video Content

In the future, the ‘Chumoku Programs for Web’ service is expected to be linked to video content etc. related to the introduced TV program, and provision of advertising and promotions in utilizing this video content is being contemplated.

The provision of various services linked to the video content will also be contemplated.

‘Chumoku Programs for Web’ homepage image



Full-screen image for starting introduced video



Full-screen image of video in play



## ■New Advertising

Advertising will differ from the current panel ads, with a single advertiser option on the homepage, and allowances for more flexible ad expressions on the ad details page.

Singe Advertiser on Homepage (Image)



Ad Details (Image)



## ■Program Introduction Content

### ・ ‘Chumoku Programs’

Introduces information on terrestrial BS/Digital/CS programs, with program photos, and about a hundred programs will be introduced with images (introductory photos, program logos, etc.) Programs include ones to be broadcast that day, as well as future programs, up until one month ahead of broadcast.

### ・Special Features

Programs will be introduced similarly to the style of the guide magazine, with various themes. Programs up to one month ahead of broadcast will be introduced with images.

With ‘Chumoku Programs for Web,’ introductory program content as described above can be browsed seamlessly.



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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