

Press Release

April 8, 2011

Interactive Program Guide, Inc.

D2 Communications, Inc.

“G-GUIDE EPG” Web Service for Mobile Phones Relunched **Realizing an Even Richer TV Portal Site with the Incorporation of “MINDS”**

Interactive Program Guide ('IPG', based in Chuo-ku, Tokyo, President: Keisuke Toji) and D2 Communications, Inc. ('D2C', based in Minato-ku, Tokyo, President: Takayuki Hoshuyama), relaunched its “G-GUIDE EPG” web service for mobile phones provided on the “iMenu TV” service (iMenu→iMenuTV→“On Air Listings”), in linking its system to IPG’s TV program database, “MINDS”.

“MINDS” refers to the TV program database that distributes official broadcaster information on programs (“SI”) after linking relevant content. With the incorporation of “MINDS”, not only have search results been optimized, but rich content such as program-related images and other details are now displayed along with search results. In addition, features such as “My Listings” and “Mail Alerts” have been simplified, and although each episode had to be registered separately before, all episodes in a TV series can now be registered collectively, and usability has been improved in various areas of the service.

Relaunch Details:

1. Enhancement of program content

In addition to program-related images from “MINDS” being displayed on program detail pages, links to official program sites and cast members will also be provided, allowing users to select programs more intuitively.

2. Improvement of talent-based search accuracy

Accuracy of talent name searches has been improved by taking advantage of the ID-based talent database in “MINDS”, rather than basing name searches on character strings.

3. Simplification of “My Listings” and “Mail Alert” registrations and provision of collective registration function for TV series' (fee-based features)

Bookmarking favorite talent names or programs for “My Listings,” as well as registering programs for mail alerts to prevent missing broadcast times, have been simplified. In addition, although separate registration was required for each episode in a TV series before, collective registration is now enabled.

4. Simplification of page transitions from “iMenu TV” page

Before the relaunch, TV-related articles introduced on the “iMenu TV” homepage were linked to the program search feature on “G-GUIDE EPG” rather than directly to the program details page. Now with

the incorporation of the “MINDS” program master data, articles are linked directly to the program details page, providing users’ with a smoother interface to check program details.

Screen Images:



In addition, program and talent-name data from the “G-GUIDE EPG” database will be used as the source for the “Direct Box” feature which will be displayed at the very top of search results for NTT Docomo’s “iMenu” service.

IPG and D2C will continue to support the expansion of TV-viewing in a rapidly changing TV-viewing environment by further expanding opportunities for obtaining TV information, as well as improve user satisfaction by providing TV guide services that are easy to use and match user needs.



G-GUIDE products are deployed and promoted in Japan by Rovi Corporation and IPG.

MINDS (Meta Information Distribution System)

The main EPG system developed and operated by IPG, and the only system that comprehensively manages TV data of broadcasters nationwide. ID management of all data allows distribution of SI linked with talent information and other program related content. Following several version updates since the release of ‘MINDS’ in December 2006, Ver. 2.3 was released in March 2011.

**Rovi, "G-GUIDE," "G-GUIDE MOBILE," and any other "G-GUIDE " accompanying logos are registered trademarks of Rovi Corporation.
*All listed company, product, and service names are registered trademarks belonging to its respective company.