

July 26, 2006  
Interactive Program Guide, Inc.

**Official Terrestrial Digital Broadcast Data (SI Data)**  
**Distribution to Internet and Mobile EPG Service Providers**  
**--First In Japan--**

Interactive Program Guide (Chuo-ku, Tokyo; President TOJI Keisuke; below: IPG), which provides interactive program guide (EPG) services, has completed an arrangement that allows IPG to provide broadcasters' digital broadcast SI DATA, which is official program data, to internet and mobile EPG service providers. The arrangement is currently scheduled to begin in April, 2007. The arrangement that IPG developed is the first that has the official permission of the broadcasters for terrestrial digital program data distribution services.

IPG has developed an original infrastructure that covers the entire country's TV broadcast area to collect SI information and in July, 2004 began G-GUIDE for terrestrial digital broadcast. Subsequently, IPG has expanded service to include G-GUIDE MOBILE for mobile phones. IPG has proven to be the largest EPG operation. Looking forward to the full start of terrestrial digital, IPG will complete the distribution system for SI data, which is the foundation of terrestrial digital broadcast, to EPG operators this fall so that EPG services that incorporate terrestrial digital data may be available from the spring. With the incorporation of SI data by EPG service providers, viewers will have the ability to access in almost real time any changes in the TV schedule, including preemption and special reports.

In December of this year, terrestrial digital will have begun in all areas in Japan, an historical event, which will increase the speed of the change from analog EPG services to digital EPG services. IPG will strive to provide viewers with the many possibilities and attractive features offered by digitalization and the program content that goes with digitalization. IPG hopes to offer even easier to use and more useful EPGs and to increase diffusion of EPGs, as well as offering even more features for the EPG.

SI is an abbreviation of "Service Information" and refers to information used for viewing digital broadcast and includes EIT (Event Information Table, program title, time, cast and other information). Because SI is constantly updated, a baseball game going into overtime or emergency broadcast is reflected in real time in the program schedule.

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