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Interactive Program Guide, Inc.

Press Release

December 1<sup>st</sup>, 2006  
Interactive Program Guide, Inc.

**New "G-GUIDE" Service Model "Syndicated G-GUIDE" Completed!**  
First syndication: "DOGATCH" operated by PReSENTCAST

Interactive Program Guide, Inc. ("IPG", based in Chuo-ku, Tokyo, President: Keisuke Toji) which provides EPG services for consumer electronic devices and mobile phones, has developed a new service model "Syndicated G-GUIDE," which packaged the official television program data for terrestrial digital broadcasting, "SI data<sup>(\*1)</sup>" with advertising, and on December 1<sup>st</sup> launched its first syndication on the free video portal site "DOGATCH" operated by PresentCast Inc. (based in Minato-ku, Tokyo, President: Yutaka Ishikawa) (URL:<http://dogatch.jp>).

"Syndicated G-GUIDE" is a new service model based on the experience and know-how gained from IPG's provision of "G-GUIDE" for consumer electronic devices such as TV's and DVD recorders, as well as "G-GUIDE MOBILE" for mobiles (pre-installed in the 3 top carriers). "Syndicated G-GUIDE" is structured from seven "EPG components" including program guide and program search functions for terrestrial digital broadcasting. (Please see the next page.)

EPG providers that adopt "Syndicated G-GUIDE" benefit in terms of both time and cost as it eliminates the need to develop and operate their own EPG (i.e. development of database and application, operation of EPG, etc), and allows easy implementation of an EPG that uses "SI Data" (the official program data for terrestrial digital broadcasting) as well as the smooth migration from an EPG for analog broadcasting.

IPG plans to actively syndicate "Syndicated G-GUIDE" to leading portal sites, SNS sites, and TV program guide sites, and through its syndication with several Web sites develop new TV program guidance and advertising methods, as well as provide new TV-viewing experiences for users by expanding various program guide functions and program related content.

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(\*1):SI is an abbreviation of "Service Information," and refers to data that consist of EIT (Event Information Table) data such as program titles, broadcast times, cast etc, necessary for viewing digital broadcasts. Since SI is continuously updated, it supports on a real-time schedule changes in program guides, such as extended sports broadcasts and emergency programs)

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

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## Seven "EPG Components" of "Syndicated G-GUIDE"

1. Program Guide:  
Use of FLASH allows free movement of EPG, and quick movement to program of interest. Genres can be separated by color, and is an EPG advanced in both the visual and operational sense. Supports eight days worth of program data.
2. Search Results:  
Allows effective search of programs of interest by genre, actors, and keywords.
3. Mini EPG:  
Smaller version of EPG for checking current on air programs, that takes up minimum screen space and allows incorporation into a an existing page.
4. Category:  
Listings broken down by certain categories such as genre or actors. Like "Mini EPG," can be incorporated into an existing page, only occupying minimal space.
5. Program Details:  
Displays additional information of programs such as reviews, casting, etc.
6. Search Box:  
Can search for programs of interest with keywords, and find programs that would have otherwise gone unnoticed.
7. Recordings/Play Lists:  
Displays listings of scheduled recordings set on recorders via the "G-GUIDE Remote Access" service, recordings/program reminders set on the PC, or play lists of recorded programs.

# Syndicated G-GUIDE

