

**News Release****BBC WORLDWIDE AND BABELGUM SIGN GLOBAL CONTENT DEAL**

*Babelgum Web TV platform secures a range of clips from shows such as*

*David Attenborough's Life in the Freezer, Top Gear and Tribe*

**London 10<sup>th</sup> July 2008** – BBC Worldwide, the commercial arm of the BBC, today announces that it has signed a global deal with Internet TV platform Babelgum to provide clip content from a range of natural history, travel and other factual shows in the BBC Worldwide portfolio.

Under the deal BBC Worldwide will provide a variety of short-form content from a range of programmes including a number of David Attenborough documentaries in addition to Tribe and Top Gear for viewing on the Babelgum platform. Clips shown on the service will be supported by advertising and made available through three new branded channels: “BBC LoveEarth” and “BBC Knowledge” available today and “BBC Entertainment” early next week.

The deal with Babelgum represents a move by BBC Worldwide, the BBC’s commercial arm, to further broaden the reach of its content to new channels and outlets, to engage with audiences around the world.

An independent Web TV platform supported by advertising, Babelgum combines the full-screen video quality of traditional television with the interactive capabilities of the internet, offering professionally produced and copyright protected programming on-demand to a global audience.

Babelgum's CEO Valerio Zingarelli, said: "BBC Worldwide has some of the best known and most loved content in the world. We are glad to be able to offer a wide variety of programmes as short-form content tailored for the internet. These include shows with a massive international following such as Top Gear, Tribe and Galapagos. The BBC brand is known around the world and by bringing these brands to the Babelgum platform we further emphasise our position as a leading player in the internet TV space and a point of reference for Nature and Science's passionate audiences."

Jemma Adkins, Head of Content and Development, Digital Media, BBC Worldwide, said: "Babelgum's focus on natural history and the environment is a great fit for us. We've got a wealth of content in this genre and we're excited about making it available to Babelgum's users around the globe. Babelgum is an innovative player in the market and a great way of reaching out to an audience that perhaps doesn't see our content on more traditional channels."

BBC-Love Earth: <http://www.babelgum.com/html/channel.php?channelId=142833>

BBC-Knowledge: <http://www.babelgum.com/html/channel.php?channelId=142834>

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#### **About BBC Worldwide**

BBC Worldwide Limited is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to maximise the value of the BBC's assets for the benefit of the licence payer and invest in public service programming in return for rights. The company has seven core businesses: BBC Worldwide Channels, BBC Worldwide Content & Production, BBC Worldwide Digital Media, BBC Worldwide Global Brands, BBC Worldwide Sales & Distribution, BBC Magazines and BBC Home Entertainment. In 2007/08, BBC Worldwide generated profits of £117.7million on sales of £916.3million.

#### **About Babelgum**

A free internet TV platform supported by advertising, Babelgum combines the full-screen video quality of traditional television with the interactive capabilities of the internet, offering professionally produced programming on-demand to a global audience. Babelgum's editorial focus is on independent film and festivals, adventure sports, nature and travel, supported by the launch of a series of thematic communities in those areas. Using proprietary software, the Babelgum player provides content owners with a secure platform on which to distribute their programming worldwide and a unique business model that allows them to monetise their assets. Babelgum's content partners include the Associated Press, Reuters, PBS, BBC, 3DD, Shine Limited, Gong Anime, IMG, Off the Fence and international film festivals such as Seattle, DC

Independent and Encounters. The list of advertisers includes globally renowned brands such as Vodafone, Benetton and Yamaha. Founded in 2005, Babelgum is an independent and privately held company with around 100 employees and offices in the U.K., Ireland, France, Italy and soon the US.

[www.babelgum.com](http://www.babelgum.com)

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