



**News Release**

**BABELGUM TO OFFER LARGEST FREE TO VIEW COLLECTION OF  
BOLLYWOOD FILMS ONLINE**

*New 'Colors of Bollywood' channel to feature over 100 hours  
of Bollywood content*

**London 18th July 2008:** Babelgum, the free, interactive and alternative TV-quality Internet site, today announces it has released the largest collection to date of Bollywood films online. Over 100 hours of Bollywood movies are now available free to view on Babelgum's new 'Colors of Bollywood' channel. Films released include *Kabhi Haan Kabhi Naan*, *Ishq Hai Tumse*, *Paap* and *Chura Liyaa Hai Tumne*.

The content, provided by distributor WEG India Pictures, will help the new channel become the internet's best source for Bollywood movies online outside the Indian subcontinent and will be accessible for free.

Valerio Zingarelli, CEO at Babelgum, comments: "Today we are further emphasising the international appeal of our network by adding content from different sides of the world. We expect the new channels to be a great success and add to our fast-growing film community."

"WEG INDIA takes pleasure in opening doors of the Colorful Bollywood to all the viewers on Babelgum's "Colors of Bollywood Channel". A comprehensive library of the best titles in Bollywood Cinema encompassing all genres will be available free to view. Heartwarming love stories, foot-tapping musicals, rib-tickling comedies, racy thrillers, pulsating action flicks, heart-stopping horror films, high voltage dramas... usually served all together in one savory, enticing, hugely entertaining concoction that you just can't resist! That is the magic of Bollywood."

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**About Babelgum**

Babelgum is a new interactive web TV portal. Babelgum uses peer-to-peer technology to provide the immersive viewing experience and picture quality of traditional TV combined with the interactivity and personalization enabled by the Internet.

Babelgum allows users to enjoy free, on-demand and personalized channels, using both niche and mainstream content to satisfy individuals' needs for tailored entertainment. Instead of user-generated clips, it features only professionally produced content spanning film, news, sports, documentaries, music videos, concerts, lifestyle and trends, animation and scripted programs.

Babelgum provides independent content owners with a protected platform on which to gain global exposure of their work and a unique model to monetise their content online. Babelgum's content partners include 3DD, the Associated Press, Shine Limited, BBC Motion Gallery, Reuters, Entertainment Rights, Gong Anime, IMG, Ministry of Sound TV, ZED and Off the Fence, among others.

Founded in 2005, Babelgum is a privately held company, with headquarters in Ireland and offices in the U.K., France, Italy and soon the U.S.

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

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