

Why wait until 2008?

Thanks to IceTV, simplified TV timeshifting is already available in Australia. IceTV offers an on-screen TV guide, one click record, series record, remote record from web or mobile, searching by title, description, genre or actor... all available now.

Announcing:

I Watch This

I Watch This (iwatchthis.com.au) is Australia's first viewer driven and truly independent online TV guide and real-time voting engine for free-to-air TV. It is the ultimate tool for finding new and interesting TV. Features include:

- ▶ **TV Guide** - A brilliant, streamlined and powerful TV guide. Search by program name, genre, actor's name or description. Or, simply view a what's on at a certain day and time. You can even refine what you're looking at, so you only see a specific genre or all shows related to a subject of your interest: for example "sailing" or "Tuscany".
- ▶ **My Guide** - Your very own TV guide, containing only shows you're interested in. Add anything you like from the TV Guide section by clicking 'Add to My Guide' for each show. Once you've done that, the show will appear in your Upcoming Shows, everytime it's on, even if goes off air for six months then comes back. It saves scrolling through hours of TV shows you're not interested in, possibly missing the best ones.
- ▶ **Reviews** - A blog-styled stream of editorial reviews, updated as quickly as the reviews are written.
- ▶ **We watch this** - Every show listed in the TV guide or reviews section can be voted and commented on. Those votes are tallied, counted and calculated so that the highest rated items are always at the top.
- ▶ **Integration** - I Watch This integrates seamlessly with **IceTV Remote**, allowing IceTV subscribers to remotely schedule TV shows to record on supported devices straight from the I Watch This website. Use I Watch This at work to record TV at home.

"There is good stuff on free-to-air TV and now it's easier to find—you'll never miss that show again."

"Users can find out what others are watching or see the top rated TV shows for the week ahead, then easily set them to record on their own device with a single click."

"I Watch This will give viewers total control over their TV consumption. Stay tuned, there's more to come!" said IceTV's General Manager, Matt Kossatz.

The I Watch This website is currently in private beta, with a full public release scheduled in the coming weeks. To register your interest and join the beta testing group email support@icetv.com.au.



Announcing:

IceTV Link

IceTV Link is a new innovative service, enabling online video from third party websites to be sent directly to an IceTV customer's media center at home to watch at a later time. Say goodbye to viewing small postage stamp sized content on a computer screen. IceTV Link enables IceTV subscribers to send videos to their media center or PVR so they can be enjoyed in the lounge.

IceTV Link will launch with our first partner, **Si-Mi.com**, a digital distribution website for films, music and games. Si-Mi.com will give IceTV customers access to a wide variety of content not typically found on free-to-air TV.

IceTV Link is currently in private beta for Windows Media Center PCs and Macs running Elgato's EyeTV software, with a full public release scheduled in the coming months. Support for some internet enabled PVRs, like the Beyonwiz DP-S1, will follow. To register your interest as a partner, email support@icetv.com.au.

About IceTV

IceTV is Australia's only independent interactive TV guide provider for free-to-air TV. IceTV is building a new range of services under the IceTV Interactive banner. For more information about IceTV, please visit icetv.com.au.

Press contact:

Matt Kossatz

General Manager

IceTV Pty Ltd

Level 2, 34-36 Chandos Street, St Leonards NSW 2065

matt.kossatz@icetv.com.au

Phone: 1300 654 803

Direct: 02 8424 7509

Fax: 02 9901 3679

