

# Miniweb builds on MHEG standards to enable broadband video on Freeview and FreeSat HD

LONDON – 31 August 2010 - Miniweb, the leading provider of cloud based connected TV services, announces full support for UK TV devices utilizing the DTG MHEG5 interaction channel specifications. This enables any Freeview or FreeSat HD device to access a wide range of internet video content. Miniweb will be demonstrating the MHEG5 client application at IBC in September.

Miniweb's Connected TV service platform can now be used by any online content publisher to reach enabled UK FreeSat and Freeview HD viewers, without the need to develop and debug a specific MHEG5 application on a device by device basis, saving costs and enabling earlier service launches.

Miniweb's MHEG5 Connected TV services platform enables an added-value content proposition for Freeview and FreeSat HD devices, and is available now to consumer electronics manufacturers and retailers with no incremental hardware costs.

The availability of the first catch up TV services on both FreeSat and Freeview HD devices is alerting viewers to the potential of these devices to access online content when connected to a home network. As these devices become connected, other UK broadcasters and online content publishers need to meet this growing demand with a simple mechanism to enable access to their online content libraries on these devices.

*"The integration of Miniweb's MHEG client is very straightforward as the devices already support the core MHEG functionality. It provides a great value add for our device customers"* says Jon Williams, CEO of Pixan – the first middleware provider to enable the system.

One of the first manufacturers integrating Miniweb's MHEG-5 client is Eurosat, *"We are extremely pleased to be using Miniweb's MHEG5 platform to enhance our set-top boxes and provide greater value to our customers. Miniweb really provides another dimension to watching TV."* Abbas Arbab-Zadeh, Chairman & CEO of Eurosat. Miniweb's Connected TV services platform allows easy navigation and consumption of Internet video on the TV, with key functionality such as global search, recommendations, related content, personalisation and micropayments. Viewers can search and discover content across all Miniweb content providers with a single action and premium content can be paid for instantly without the need for a viewer to pre-register with each publisher. *"This MHEG development is one of a range of technology compatible platforms developed by Miniweb. This enables a range of TV's, Blu Ray players and set top boxes to access a wide variety of content and additional features"* said Jerome de Vitry, Miniweb CEO.

Miniweb will be demonstrating their MHEG-5 solution at IBC, Amsterdam on Stand IP343.

Miniweb's Connected TV Services Platform enables converged broadcast and broadband entertainment on the TV. Allowing easy navigation and consumption of internet video, Miniweb's groundbreaking platform provides a seamless experience across all content providers, empowering the viewer with global search, recommendations, micropayments, community and personalisation functions.

The Platform can be customised by content owners, device OEMs and operators and enables them to benefit from new revenue streams generated by micropayments and advertising. It allows new video publishers to easily add their content via simple metadata feeds, without requiring them to build device-specific TV Applications, making it the most efficient route to TV audiences.

Miniweb's Connected TV Services Platform has garnered substantial industry acclaim including TVB

Europe Editors' Award Best of IBC 2009, Best Interactive Service/Application at IPTV World Series Award 2009, Pick Hit Award for Innovation at IBC 2008 and the Red Herring Europe 100 Winner 2008.

For more information please visit: [www.miniweb.tv](http://www.miniweb.tv)