



ITV GLOBAL'S GRANADA TV CHANNEL TO LAUNCH IN SINGAPORE

Singapore, Thursday 16 July, 2009 – ITV Global Entertainment Ltd. today announced that **Granada TV**, its new general entertainment channel for Asia, will launch on the SingTel mio TV platform in Singapore on July 15th.

Granada TV will be distributed on SingTel's mio TV platform as part of the SuperSaver English Pack as well as on an à-la-carte basis.

SingTel's mio TV is an IPTV service which launched in July 2007. It carries broadcast channels and on-demand programming, and uses set-top boxes connected to homes via the existing SingTel phone lines.

mio TV currently offers a total of 62 channels, of which 19 are on-demand channels. Content on mio TV covers a wide range of genres as well as Singapore's largest range of video-on-demand titles and High Definition content. mio TV also holds the rights to the UEFA Champions League and the UEFA Cup 2009-2012.

James Ross, Regional Director, ITV Global Entertainment (Asia), said, "SingTel is one the world's leading multi-media platforms and we are delighted to have chosen mio TV as the South East Asian launch partner for Granada TV. This agreement is a natural extension of our recent premium VOD deal that will see some of the best in ITV Global Entertainment drama and documentaries become available one month after their UK telecast"

Mr Low Ka Hoe, Director, IPTV Business, SingTel, said, "We are very pleased to welcome Granada TV to the mio TV platform. ITV is a world leader in television programming and we are certain that the range of content on the channel will be a big hit with our customers, especially those who appreciate high-quality British programming."

Granada TV is a new contemporary general entertainment channel from ITV Global Entertainment. With programming drawn from the extensive ITV library, Granada TV offers viewers hit contemporary dramas such as the award-winning *Prime Suspect*, cool comedy, cutting-edge reality and the best in star-studded talk and entertainment shows such as *The Jeremy Kyle Show*, *The Friday Night Project*, *Ballroom Bootcamp*, *Airline*, and *Vroom Vroom*. Many of the programs have never been seen before in Asia.

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About ITV Global Entertainment

ITV Global Entertainment Ltd is one of the world's leading international TV distribution, home-entertainment, publishing, merchandising and licensing businesses.

ITV Global Entertainment proudly represents a world-class portfolio from ITV Studios, Granada and over 200 leading independent producers. Showcasing more than 40,000 hours of critically celebrated and hugely-popular original and formatted programming, including all new Hell's Kitchen, Come Dine with Me, Dancing on Ice, I'm a Celebrity... Get Me Out of Here!, The Colour of Money, Coronation Street, Agatha Christie's Marple and Poirot, Morse, Prime Suspect and the highly anticipated The Prisoner.

Based in London, Cologne, Hong Kong, Los Angeles, Rio de Janeiro and Sydney, ITV Global Entertainment is an integrated part of ITV Global Content, led by Lee Bartlett, Managing Director.

About mio TV

mio TV is the innovative digital pay TV service offering from SingTel. Launched in July 2007, the service offers customers value and full flexibility to watch what they want, when they want. Within two years, mio TV has signed up over 100,000 customers.

Currently, mio TV offers a total of 62 channels, of which 19 are on-demand channels. Content on mio TV covers a wide range of genres as well as Singapore's largest range of video-on-demand titles and High Definition content.

SingTel is Asia's leading communications group providing a portfolio of services including voice and data services over fixed, wireless, pay TV and Internet platforms. Together with its regional partners, it serves over 249 million mobile customers in eight markets. For more information, visit www.singtel.com/miotv.