

## PRESS RELEASE

### Chellomedia scoops 4 Golds amongst a total of 11 top awards at the BDA and Promax World Ceremony

**Amsterdam, 18 June 2007** – Chellomedia is celebrating its achievement at the BDA and Promax World Awards which took place on 13<sup>th</sup> and 14<sup>th</sup> June in New York having received no fewer than eleven accolades for its creativity including four Golds.

Chellomedia On Demand's Creative Services Team led the field and took home nine of the total Awards, including Gold and Silver for Marketing Presentation External, Silver and Bronze for Original Music Composition for a Promo, and two Bronzes in Theatrical Movies (Released To Television) and Copywriting categories, as well as Gold for Best Collaborative Effort and Bronze for both Typography/On-Air and Sales & Marketing Presentation. The On Demand Creative Services is a significant provider of on-air and marketing services both within Chellomedia and externally. The 2007 Awards see the Creative Services group, headed by Claire Jones winning significant industry accolades at Promax for the 4th consecutive year.

Participating in the Promax Awards for the first time, Chellomedia Interactive Services successfully bagged the International World Promax Gold in the Internal Marketing Presentation category, for its 2006 Chellomedia Interactive Services Presentation Video.

Chellomedia's Madrid based business, Multicanal won a Promax Gold for its Odisea channel documentary- "Ring My Bell" in the category "Best work never seen".

The full list of awards for Chellomedia includes:

#### **PROMAX World Awards:**

<i>Category:</i>	<i>Title:</i>	<i>Business Unit</i>	<i>Award:</i>
Marketing Presentation Internal	Chellomedia Interactive Service presentation 2006	Int. services	GOLD
Best work never seen	Ring my bell	Odisea	GOLD
Marketing Presentation External	Cable Europe - Look, Listen, Enjoy!	CMOD	GOLD
Marketing Presentation External	PICNIC Presentation	CMOD	SILVER
Original Music Composition for a Promo	UPC Digital TV - Teens	CMOD	SILVER
Theatrical Movies Released To Television Promotion	Have you SAW this already?	CMOD	BRONZE
Copywriting	Have you SAW this already?	CMOD	BRONZE
Original Music Composition for a Promo	UPC Digital TV - Documentary	CMOD	BRONZE

## **BDA World Awards:**

<i>Category:</i>	<i>Title:</i>	<i>Business Unit</i>	<i>Award:</i>
Best Collaborative Effort	Score this Movie	CMOD	GOLD
Typography/On-Air	PICNIC Presentation	CMOD	BRONZE
Sales & Marketing Presentation	PICNIC Presentation	CMOD	BRONZE

Niall Curran, the COO of Chellomedia said: "We are delighted to have received such high recognition at the BDA and Promax World for the Creative work of three of Chellomedia's businesses; it is a fantastic achievement to have won eleven awards in 2007. This very much reflects the creative inspiration and hard work put in by the creative services team but also the track record we have achieved in the creative arena; we are committed to our channel Brand values and reaching our audiences.'

BDA and Promax are inextricably linked global associations established to provide education, recognition and interaction for promotion, marketing and design professionals working in the electronic and broadcast media. Their annual awards, regarded as the most prestigious for excellence in the industry, are a recognition of creativity, quality and ingenuity.

**Chellomedia On Demand, Chellomedia Interactive and Multicanal** are business units of Chellomedia, the Europe-based content division of Liberty Global and a leading international provider and distributor of TV channels, content and digital services. It currently owns and operates TV and content businesses which comprise a portfolio of 22 TV brands as well as a suite of digital services (On Demand and Interactive Services). These brands are managed and distributed through 47 feeds and multiplexes and reach 187 million households worldwide in more than 120 countries. Chellomedia has a strong focus on thematic TV channels, rights aggregation, channel distribution and channel sales & marketing as well as on-demand services, new media and broadband Internet content.

## **Contact details**

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