

news release



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Hungama Mobile partners with iO global to distribute Bollywood content worldwide

Over 1,000 movies, 50,000 images, 20,000 video titles and 500,000 music tracks to be made available to network operators across Europe, Africa and Asia

Ipswich, UK: iO™ global, the innovative worldwide provider of integrated digital retail solutions, has today announced that Hungama Mobile, the largest aggregator, distributor and publisher of digital content in India, has signed a strategic partnership contract to distribute its movies, images, videos and music tracks to European, African and Asian network operators, via the iO global Mobile Entertainment platform.

As a result of the new partnership, Hungama's content will be made available to network operators working with iO global, enabling each provider to offer a broad range of Bollywood content to subscribers. As the largest worldwide licensee of Indian and international entertainment content, Hungama will now offer global subscribers, a huge catalogue of Bollywood music, wallpapers, videos, themes and movies, in addition to a wide array of International content, via iO global.

Mridula Joshi Sharma, group account head for wireless, Hungama Mobile said: "The strategic partnership with iO global is a step towards expanding the geography in which our content is distributed globally. The mobile experience platform from iO global, combined with the partnerships the company has with a broad range of leading network operators across the globe, is the gateway to access a larger market, particularly in Europe and Africa. "

Martin Knestrick, CEO, iO global added: "We are extremely pleased that Hungama Mobile has partnered with us to distribute its wide ranging content catalogue to network operators. By collaborating with Hungama Mobile, we are able to offer telecoms operators the opportunity to deliver some of the most extensive Bollywood content available to their subscribers, this partnership enhances our content proposition across Europe, Africa and Asia. With recent figures showing that over 2 billion people across 127 countries watch Bollywood movies, we are certain there will be a high level of demand for accessing this content on mobiles and PC's."



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For further information on iO global's range of software and services, visit www.io-me.com.

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Notes to Editors

About iO™ global

iO™ global provides the software and services to enable Network Operators, Media Brands and Advertisers to collaborate in a trading model to personalize and monetize their interactions with individuals on the run. iO's mobile experience solutions™ turn the mobile device into the individual's "remote control" for using digital content and services anytime, anyplace, anywhere. iO™ global was created in May 2005 by British Telecommunications and New Venture Partners after 5 years of development in BT's Research Laboratories.

For further information on iO™ global ltd;

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About Hungama Mobile

Hungama Mobile is a leading VAS player in the Indian market and is the largest distributor of Indian entertainment content globally. It has a strong distribution network with 55+ operators in 25+ countries. Hungama Mobile is the pioneer of content licensing in the Indian entertainment industry and believes in on-going innovation in the space so as to continually evolve the Indian digital entertainment industry.

For more information on Hungama mobile's offerings, please visit www.hungamamobile.com

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