



## For Immediate Release

# MStar Semiconductor and Channel Islands Partner to Bring Advanced TV Advertising and Applications to Set Top Boxes

**Hsinchu, Taiwan and San Diego, CA, September 2, 2011** - **MStar**, the worldwide leader in Digital TV chip sales is proud to announce that Channel Islands advanced TV Advertising and TV Applications have been integrated onto the MStar 785X system-on-chip (SoC) series.

**Channel Islands**, a worldwide leader in targeted advertising software development, has collaborated with **MStar** to launch its Next Generation TV Platform software, which allows premium TV services such as Targeted Advertising, Video On Demand, Enhanced Electronic Program Guides, Widgets, Personal Video Recording, Voting, Chat and other applications to be enjoyed by end users of **MStar** set top boxes, further enhancing the consumers entertainment experience and operators revenue generation potential.

Advance Advertising features not only include graphic popups and overlays but user profiling and geographic targeting for motion video advertisements. Operators receive audience measurement & response metrics revealing behavioral information to the advertiser.

The joint **MStar/Channel Islands** solution supports **MStar's** line of Set Top Box chips for one-way and two-way DVB, ATSC, and ISDB standards for cable, satellite, terrestrial, IPTV, and Over the Top networks. The solution is also available for older MStar STB chips.

“We are delighted to have the best time to market and cost effective solutions, to our STB customers and TV Operators on emerging markets” said Philippe Notton, DTV marketing director, MStar. “This partnership with Channel Islands provides PayTV Operators very good and fast Return On Investment. It consolidates our network of third party software vendors to reach a global coverage with MStar STB solutions “.

This solution is already deployed, and is suitable for Standard and High Definition Set Top Boxes, for IP, Cable, Terrestrial and Satellite networks.

“The new forms of advertising and advanced applications built into the joint Mstar/Channel Islands solution can generate increased revenues for operators, adding to enhanced profitability. Smaller advertisers can participate in highly sophisticated advertising campaigns over geographically targeted broadcast television networks using new and more precise advertising delivery tools and applications.” Ross Cooper CEO Channel Islands.

**MStar and Channel Islands** will be demonstrating these exciting products at the **IBC show in Amsterdam 8-13 September 2011**.

#### **About MStar Semiconductor**

MStar Semiconductor, Inc. is recognized as the leader in silicon solutions for Digital TV and other high volume consumer products including STB, and Mobile Phone. MStar solutions enable leading TV manufacturers to quickly produce market leading products. MStar is headquartered in Hsinchu, Taiwan with marketing in Europe and has development offices across the world. MStar Semiconductor is listed on the Taiwan Stock Exchange (3697.TW). For more information, please visit [www.mstarsemi.com](http://www.mstarsemi.com) or [contact@mstar-europe.com](mailto:contact@mstar-europe.com)

#### **About Channel Islands**

Founded in 2008 to provide innovative value add solutions to the worldwide television eco-system. Headquartered in San Diego with offices in London, Shanghai, Tokyo, and Bangkok.

Solutions include:

Targeted Advertising, Middleware, End-to-End Television Distribution Systems, Residential and Hotel Systems, Digital Signage, Video on Demand, Subscriber Management, Reporting and Analyses, SCAS

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