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CHANNEL ISLANDS EXPANDS INTO CONTENT DISTRIBUTION

SAN DIEGO, Jan. 30, 2013 – Channel Islands announces its expansion into content distribution along with its addressable advertising business and has licensed the rights to a thousand movie and television titles from Hollywood distribution companies. Channel Islands creates compelling TV channels from this content, packaged in “ready to broadcast” TV channel streams. Channel Islands content includes subtitles for global television markets. The initial international launch is scheduled for mid-February with Spanish subtitled content being shipped to Latin American cable television operators. These operators will be able to stream TV channels directly to their subscribers or provide individual titles by way of video on-demand (VOD).

After receiving requests from television operators in the US, Latin America, and Asia, Channel Islands created a new business unit that leverages its advanced television distribution systems combined with a broad range of content, providing numerous channels of linear television and VOD at very low costs. The linear broadcast channels offered by Channel Islands include a wide variety of genres including movies, children’s shows, sports, educational, adult, and more. A full EPG channel is included to eliminate the need for any headend integration into SI generators.

In addition, Channel Islands’ addressable advertising system will provide operators with new opportunities to generate significant advertising revenues by allowing hyper-targeted advertising, customer engagement and measurement, as well as traditional ad insertion/splicing.

Channel Islands has orders from more than 250 television operators today, and expects to serve more than 1000 operators by the end of 2014.

Ross Cooper, CEO of Channel Islands, shares, “We’ve been building and delivering addressable advertising systems for many years, however we’re now able to deliver ‘addressable’ ads within our own content. Once we arrive at the one million subscriber threshold (by the end of 2013), we can initiate some highly innovative ad campaigns that demonstrate increased effectiveness coupled with lower overall costs to advertisers. Moving forward, we plan to license thousands of new titles each year.”

About Channel Islands

Channel Islands builds and delivers end-to-end systems for today's advanced television networks including Addressable Advertising, Television Loyalty, Measurement and Tracking, and Social Media applications. All services and applications can run efficiently and effectively from the Cloud.

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If you would like more information, or to schedule an interview, please call 866.681.6436 or e-mail info@channelislands.com.