



Outdoor Sport Channel® teams up with ITN Productions for World Cup

London, 24 March 2010 – Outdoor Sport Channel®, the multi-platform global sports channel, today announced that it will be providing a live video stream of the sporting action from the 2010 FIFA Football World Cup.

Following a major deal with leading video content producer ITN Productions, Outdoor Sport Channel® will offer **Daily Tournament news bulletins, interviews and live press conferences** to viewers throughout the championship, which takes place in South Africa this summer.

As well as streaming the content live, Outdoor Sport Channel® will also offer video on demand packages immediately after the event. All programming will be available to view on Outdoor Sports Channel® which is accessible on a number of different platforms, including satellite, cable, the internet and IPTV.

“We are delighted to be able to offer our customers this content through our partners at ITN Productions,” commented Henk Van Meer, Founder and CEO, Outdoor Sport Channel®. “This is a huge event in the sporting calendar, and has a massive following. Being able to offer this content as it happens will be a real differentiator for our customers.”

Mark Browning, Commercial Director at ITN Productions, added: “We are pleased to be extending our relationship with Outdoor Sport Channel® by supplying our expanded sports content for the World Cup.

“This year we have trialed live streaming on a number of services and look forward to making it a regular component of our products going forward.”

Coverage runs for 32 days from 11th June until 12th July 2010. The expected announcement of the England squad on May 12th will also be covered live.

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Media Contacts:

Marian Denage

Outdoor Sport Channel Ltd®

Phone: +44 (0)20 3318 3835 Fax: +44 (0)20 3004 1756

marian.denage@outdoorsportchannel.com

John Nolan

ITN

Tel: +44 (0)20 7430 4216

John.Nolan@itn.co.uk

About Outdoor Sport Channel®

Outdoor Sport Channel® is a unique 24 hour global sports television network, featuring a vast array of outdoor sports, many exclusive. Programming is distributed via satellite, cable, IPTV-Set-top Box, Internet portals, mobile platforms, and the channel's own set-top-box.

Outdoor Sport Channel® has English language programming with subtitles or voice-overs when needed, as well as offering its programming in a variety of different languages, allowing broadcasters to localise the content.

For more information, please visit www.outdoorsportchannel.com

About ITN Productions

ITN Productions is ITN's central creative hub producing content for major global brands in the broadcast, online and mobile sectors. The business creates content outside of ITN's core TV news contracts covering factual, entertainment, lifestyle and corporate programming,

ITN Productions also offers ITN's multi-award winning studios for hire including the largest VR studio in Europe. Clients include 4Music, Shanghai Media Group, Discovery, Teachers TV, ITV, Pepsi, Siemens, Telegraph Media Group, YouTube, blinkx, Vodafone and MSN.