



iTV Media Inc adds Outdoor Sport Channel® to its TOT THAILAND / MeTV IPTV PLATFORM

London, March 28th 2012 Outdoor Sport Channel Ltd®, the leading international outdoor sports television company, today announced a comprehensive distribution deal with iTV Media Inc. to launch its 24/7 live television network via the TOT Thailand/MeTV IPTV platform.

Founded by (CEO) Mr. Henk van Meer, responsible for Outdoor Sport Channel®-Global wide, Outdoor Sport Channel®-News247® and Outdoor Sport Channel®-VoD (Video On demand), the company signed a 5-year distribution agreement.

Outdoor Sport Channel® features a range of quality outdoor sports programming designed to inform and entertain sportsmen across the world, promoting traditional outdoor activities, alongside daily sport news programming, about world cup skiing, car racing, paragliding, mountain climbing, horse riding, hot air ballooning, motor sports, cycling, wake board sports, beach volleyball cup, marathons, air flight days, drag racing, kart racing, surfing competitions, golf and the football League. Including the latest daily International sports news and sports Accuweather reports.

All programming is a combination of Outdoor Sport Channel's® own content production team and productions from many well known independent sports producers across the world, like Red-Bull, Swatch, O'Neil, Adidas, Dunlop, Stimorol, Columbia, Nissan, WMRT, Cap Sports Group, Raceline Nascar Magazine, Accuweather among many other well known international sports brands.

Henk van Meer, Founder & CEO of Outdoor Sport Channel Ltd®, comments: Thailand and other Asian areas are becoming more and more important for us. Partnering up with iTV Media Inc. is an excellent strategic move in order to further expand our already existing distribution in the territory.

Outdoor Sport Channel® will be a unique value, via the MeTV IPTV platform, as it covers all international major sports into one single television network.

I'm very happy to find our new distribution needs with iTV Media Inc. We all are sure we've found again a fantastic new distribution partner, in the international world called Outdoor Sport Channel®.

Outdoor Sport Channel® prides itself on being an exclusive, unique, fun and both a family and animal friendly sports channel.

Outdoor Sport Channel® will be available, into the Thai language, via the MeTV IPTV platform.

Territory: Thailand

iTV Media Inc:

iTV Media Inc., the technology and operations provider for the TOT-MeTV IPTV system, is extremely glad to partner up with Outdoor Sport Channel® to provide popular international sports contents for television viewers in Thailand. iTV Media Inc. provides the most advanced IPTV solutions with five major platforms: Media Management Platform, Triple-Screen Interactive Platform, Operations Support Platform, Distribution & Broadcast Platform, and Advertising Platform. By offering the most complete end-to-end IPTV solutions: from content production to the display of TV programs on users' terminal screen, iTV aims to provide the best television experience for viewers in Thailand.

Notes to editors:

About Outdoor Sport Channel®:

Outdoor Sport Channel® (Global Outdoor Sports Television®) is a exclusive and unique 24 hours sports television network about all kinds of outdoor sports and latest international sports news. The channel is a International leader, which offers global sports television content, to distribution companies that distribute them in their own countries areas and directly to viewers at their homes. This offers an interesting mix of sports programming so far, unknown in the world.

www.outdoorsportchannel.com or www.outdoorsportchannel-globalwide.com

About iTV Media Inc.:

Founded in 2007, iTV Media Inc. dedicated full efforts to the advancement of Internet television platform and the development of terminal products. In 2010, iTV Media Inc. was re-established by a US NASDAQ listed high-tech enterprise. In 2011, iTV Media Inc. launched Chinese television services in US and Canada under the "iTV.cn" service brand while gradually expanding into the domestic television.

Based in China, iTV Media provides services to the world's Internet-based transmissions using television, computers, mobile devices and any other network-related products. iTV offers services to various broadcasting terminals and provide viewers an all-digital, high definition, intelligent, and interactive television services.

Visit us at:

Company Website: <http://www.itv.com.cn/?lang=en-us>

US Service Website: <http://www.itv.cn/>

About Me Television Co. Ltd.:

The world's fast growing demand for the Internet has led Thailand into an Information Era, spurring the growth of Internet television and IPTV. To satisfy Thai consumers' growing interests, Me Television Co. Ltd. joined hands with TOT Public Co. Ltd. to establish the IPTV platform in Thailand. MeTV is the IPTV operator and legal content provider for TOT Public Company Ltd. while TOT provides the infrastructure for the platform under the brand "MeTV, powered by TOT."

The cooperation between TOT and MeTV will largely transform Thailand's IPTV industry by offering an Internet platform that will not only allow Thai countrymen to view all kinds of programs from all around the world at a cheaper price, but also the potential to bring the world market to home television, such as shopping, gaming, learning and much more. Additionally, the TOT-MeTV IPTV Platform provides a personalized experience that is truly unique to each viewer, bringing the world to your eyes.

Service Website: www.totiptv.com

Company Website: www.metv.co.th

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GLOBAL OUTDOOR SPORTS TELEVISION