



OUTDOOR SPORT CHANNEL LTD ® - MOMEDIA CONTENT AGREEMENT

Wide Variety of Outdoor Sport Channel® Content Available To Video share Affiliates.

London January 17th, 2013 Outdoor Sport Channel Ltd®, the leading International sports television company, today announced a new content deal with UK based MoMedia International Ltd. The agreement gives video sharing websites access to Outdoor Sport Channel® VOD programming.

“ in today`s fast television content world Outdoor Sport Channel® is continues seeking new profitable distribution methods. Therefore it will be running worldwide via video sharing websites. As we like to expand the multi distribution for Outdoor Sport Channel®, I`m very keen to find our needs satisfied in a new distribution agreement with MoMedia International Ltd. I`m sure this will provide an excellent new additional penetration of the video sharing TV market, including additional revenues streams, so more and more viewers can enjoy our fantastic outdoor, action, summer & winter sports programming” said Henk van Meer, founder & CEO of Outdoor Sport Channel Ltd®.

Outdoor Sport Channel® features a range of quality outdoor sports programming designed to inform and entertain sportsmen across the world, promoting traditional outdoor, action, summer & winter sports activities, alongside daily sport news programming, including the latest daily International sports news and sports weather 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.

Outdoor Sport Channel® content will be available worldwide, via OTT Video Websites, Telco`s IPTV, CE Manufacturers & TV Everywhere platforms.

“The Endemol backed digital distributor & VoD services provider, MoMedia has for a long time been working with channels to take their content onto digital platforms via program sales as well as channel distribution deals. We see a great opportunity to provide digital platforms with over 2000 hours of fantastic Outdoor Sports Content from Henk and his team at Outdoor Sport Channel®. We are creating packages that can enable platforms to gain an instant and deep catalogue of sports content ranging from International football, motor racing, athletics, basketball all the way to extreme sports” said Lucas Bertrand – Founder & CEO of MoMedia.

About Outdoor Sport Channel®

Outdoor Sport Channel® (Global Outdoor Sports Television®) is a exclusive and unique 24 hours sports television network about all well known outdoor, action, summer & winter sports. 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. For more information please visit: www.outdoorsportchannel.com or www.outdoorsportchannel-globalwide.com

About MoMedia

Founded in 2005, MoMedia is an Endemol backed digital distributor and provider of Managed VoD services. Working with over 200 Film and TV production companies we help our clients build and maintain compelling content propositions on Video on Demand & Broadcast platforms. Our clients include BT, Telstra, Telecom Italia, AT&T, Hulu, Itunes.

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