



## PRESS RELEASE

**Mechelen, December 16th 2005 – Telenet today held its monthly Digital TV content update briefing. Highlights as follows:**

- Telenet digital TV now offers about 1,000 hours of top quality premium content by way of video-on-demand (VOD) and broadcasting-on-demand films, top television programmes and music
- Almost one third of this content is broadcasting on demand content provided by the three major Flemish broadcasters (VRT , VMMA and SBS).
- These broadcasters have also established interactive programming capabilities with Telenet’s digital TV service, including:
  - VRT: De Grootste Belg (VRT), Allemaal Sam, Eurosing for Kids;
  - Vmma : X-factor
  - SBS: The Block, Huizenjacht
- Telenet announced further today that it is the first digital TV broadcaster to provide content from Studio 100, the leading Flemish integrated Kids Entertainment Company, thus securing one of the most recognised libraries of Flemish children's programming content in Flanders.
- During the fourth quarter of 2005 Telenet also secured approximately 250 titles for its premium Prime channel and for its on-demand services in an agreement signed with Sony-MGM Studios. Highlights of titles for January 2006: Hitch, XXX State of the Union, Be Cool, Spanglish
- These titles are being offered on a Pay Per View basis at prices ranging from €0.50 up to €4.95. In addition, Telenet digital TV customers can enjoy unlimited VRT access to video on demand content (SVOD) for a fixed price of €5.95 per month.

**More information:**

[www.prime.be](http://www.prime.be)  
[www.televisie.telenet.be](http://www.televisie.telenet.be)

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