

# Granada Unit To Sell EyeWonder Streaming Video Products to Television Advertisers in UK

## Will Position Internet as Mass Reach Ad Vehicle Complementary to Television

**Atlanta/London (May 15, 2002)** Granada Enterprises, a division of London-based Granada plc, an international producer, broadcaster, and creator of programming for all channels and broadcast platforms in the UK and internationally, has selected EyeWonder's instant streaming technology to allow television advertisers to distribute video advertising across internet and wireless devices in the United Kingdom.

EyeWonder's playerless EYERIS™ technology is used to distribute TV video ads online, across the entire Internet and video e mails. EyeWonder instantly delivers streaming video and audio content that seamlessly reaches more than 97% of Internet users -- significantly more than player-based technologies.

Granada sells more than \$1.4 billion of TV spots each year and produces the majority of the UK's most successful TV shows as well as internationally acclaimed films. Beginning today, the giant media company will offer advertisers the opportunity to inexpensively convert their television commercials for viewing on any of nearly 30 web sites owned by Granada such as companion sites to entertainment programming like [www.itv.com/coronationstreet](http://www.itv.com/coronationstreet) and [www.itv.com/millionaire](http://www.itv.com/millionaire), or network coverage of sports [www.itv.com/football](http://www.itv.com/football) (soccer); [www.itv.com/rugby](http://www.itv.com/rugby); and [www.itv.com/worldcup](http://www.itv.com/worldcup); and three more in which Granada has a joint interest such as [www.arsenal.com](http://www.arsenal.com) (soccer) and [www.wellbeing.com](http://www.wellbeing.com) (health and beauty). The sites attract nearly 4 million unique visitors each month.

"The advertising community has long talked about 'surrounding' their customers with messages so that product information is available when and where the users want to see it," says Colin Elms, Publishing Account Controller, Granada Enterprises. "EyeWonder technology allows people to experience the same advertising messages on the Internet as they see on broadcast or cable TV with the additional benefit of being interactive, perhaps longer-form than on TV, able to deliver far more information than a :30 spot, and could even produce a direct purchase opportunity. It is a powerful way to extend brands into a new medium."

"Just recently, IntelliQuest published a study that concluded TV advertising is more effective when used in concert with online advertising. More people remember a TV ad if they have seen it online, than those who have seen it only on TV," says John Vincent, CEO of EyeWonder. "Granada is the most significant broadcaster in the UK possessing established relationships with virtually every

advertiser on TV. Together we can provide marketers with the TV/online synergy that produces this stronger message recollection.”

In addition to repurposing TV commercials for the Web, advertisers could create long-form video commercials or infomercials as companions to their broadcast spots linking to deeper, more informative content. Video-enhanced e-commerce links could provide a closed-looped shopping environment for advertisers who brand on TV, then direct online users to an on- or off-line store offering their products or services.

“This will bring television advertising to a whole new level,” says Mr. Elms. “While the world waits and waits for interactive TV, we can provide a very similar experience giving advertisers much greater value and accountability for their broadcast spots.”

Granada also plans to use EyeWonder streaming video to promote their TV shows to Internet audiences providing a crossover platform for viewers as well as marketers.

#### **About Granada Enterprises/Granada plc**

Granada Enterprises sells television airtime and program sponsorship on behalf of Granada, LWT, Yorkshire, Tyne Tees, Anglia, Meridian, UTV, Border Television and Irish terrestrial channel, TV3. Granada Enterprises is part of Granada plc.

Granada production operations make nearly 9000 hours of original television program and internationally acclaimed feature films a year, selling to more than 120 countries. Granada produces the majority of the UK's most successful TV shows. It has production operations in five countries worldwide and a New Media business that encompasses a range of Internet, interactive and sports ventures.

Granada owns or controls seven major ITV licenses, which account for half the annual advertising revenues generated by ITV, the UK's most popular television channel. Its licenses are Granada Television, London Weekend Television, Yorkshire Television, Tyne Tees Television, Anglia Television, Meridian Broadcasting and Border Television, covering 35.7 million viewers (over 60% of UK homes).

**About EyeWonder Inc.** EyeWonder Inc. ([www.eyewonder.com](http://www.eyewonder.com)) develops instant streaming video technologies for Internet and wireless devices without the need for media players. The company's solutions include EyeMedia™ for advertising, EyeMail™ for direct marketing video e-mail, EyeMAX™, a personal publishing system for content and e-commerce applications and EyeCast™ for corporate communications, training and e-learning applications. All utilize the company's proprietary, Java-based video compression technology to provide high-quality video and audio to over 97 percent of Internet audiences.

EyeWonder's distribution and sales partners include hundreds of leading networks, portals and web sites, including Yahoo!, AOL, DoubleClick, 24/7Real Media, Wall Street Journal, New York Times, iVillage, and CBS Sportsline. Advertisers using EyeWonder technology include The Coca-Cola Company, Purina, General Motors, American Express, Oracle, Nissan, 20th Century Fox, and Miramax.

The company is headquartered in Atlanta, Georgia, with offices and resellers around the world.

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