

iptv games

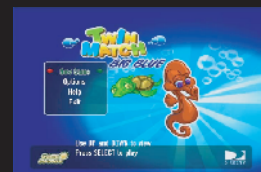
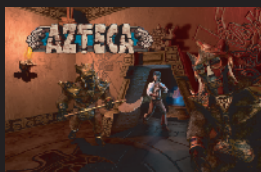


Why launch a game channel?

- Games are the biggest iTV revenue generator. Demand for them is second only to EPG.
- Games reduce churn by 30% and strongly differentiate you from your competitors.
- Playin'TV games reach up to 8% penetration (as a \$5/month subscription or à la carte channel).
- Playin'TV is in the top 30 most viewed channels (where measured).

Why work with the world leading iTV games company?

- Visiware invests more in games, technologies and marketing than any other company in the field.
- We broadcast in 77 countries (reaching over 120M. viewers).
- Visiware are therefore able to amortize the costs and can share the key success factors with you.
- Visiware is an independent company, platform agnostic on all middlewares, CAS, (HTML, Flash, Bluestreak, MicrosoftTV, Java...).
- We provide a range of game channels for all audiences: Playin'TV, MiniKids TV, Playin'Casino and SensualTV.



Our catalogue contains more than 200 iTV games (including top licences) and 25 IPTV games and is growing fast.



Turnkey solutions and easy deployment with Visiware.

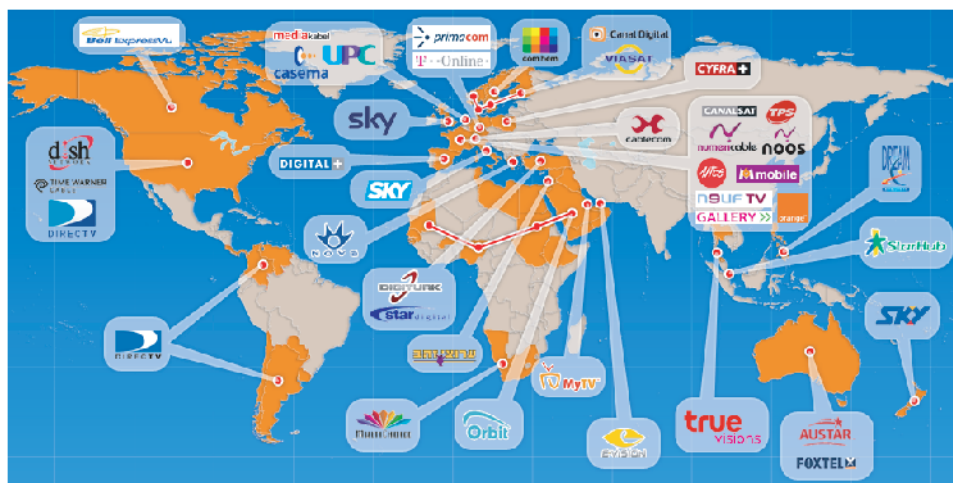
Visiware's IPTV game channels are proposed as a turnkey solution with portals, back office and the Playin'TV leading catalogue of casual games. Visiware can build specific products (with or without video) to meet client's particular requirements or provide ready-to-go products that can be implemented quickly and inexpensively. So whether you are looking to create a games channel on a subscription basis, or a games-on-demand service, or even a pick and mix games package, then Visiware is the partner for you!

Visiware – Your ideal Triple Play partner.

- Play on your **TV**, your **Mobile** or on the **Internet** (over 300 set top boxes, 200 mobile phones, and Internet).
- Cross-platform contests and leaderboards, multiplayer games, scoring, ranking...

Visiware, around the world.

Visiware provides real IPTV game solutions from initial concept all the way through to broadcast. Consult us to successfully launch your service on time locally or anywhere around the world.



EUROPE	AMERICA	OCEANIA - ASIA	AFRICA	MIDDLE EAST	
GERMANY DENMARK SPAIN FINLAND FRANCE GREECE	ITALY NORWAY POLAND UK SWEDEN SWITZERLAND	CANADA USA ARGENTINA CHILE COLOMBIA	COSTA RICA CUBA PARAGUAY PUERTO RICO URUGUAY VENEZUELA	AUSTRALIA NEW ZEALAND PHILIPPINES SINGAPORE	SOUTH AFRICA -11 COUNTRIES UNITED ARAB EMIRATES ISRAEL TURKEY + 11 COUNTRIES

Lara Lerville: Business Development
 Tel: +33 1 46 29 39 12 - Cell: +33 6 83 88 21 53
 HQ: 2 rue Troyon - 92310 Sèvres Cedex-France
 Email: llerville@visiware.com
 www.visiware.com - www.playintv.com

