



**FOR IMMEDIATE RELEASE:**

## **ZONE VISION ENTERPRISES AND JUPITER PROGRAMMING FORM JOINT VENTURE TO LAUNCH *REALITY TV* CHANNEL IN JAPAN**

### **Dedicated Japanese-Language Version of *Reality TV* to Launch February 2005 Across Japan**

Amsterdam, The Netherlands, January 10, 2005 **Zone Vision Enterprises**, a global media company focusing on proprietary channel development and distribution, has entered into a joint venture agreement with **Jupiter Programming Co., Ltd.**, a top five Japanese trading company owned by Liberty Media and Sumitomo, to launch a 24-hour *Reality TV* channel in Japan. The channel will be broadcast in Japanese and launches in February 2005. The announcement was made today by Chris Wronski, Chairman and President, Zone Vision Enterprises and Jack Matthews, Representative Director, COO & EVP, Jupiter Programming Co. Ltd.

"This is tremendous step in our worldwide expansion efforts for Reality TV," said Mr. Wronski. "We've made great strides throughout Asia in the past year and have always felt this channel would do well in Japan. By teaming with Jupiter, we will have the ability to reach cable and satellite subscribers across the country and become *the* source for reality programming in Japan."

Under the terms of the deal, the joint venture sees the formation of a new company, Reality TV Japan Co. Ltd., which will be based in Tokyo. Zone Vision and Jupiter Programming will each have a 50% stake in the company.

"We are very excited to be partnering with Zone Vision to bring Reality TV to Japan for the first time," said Mr Matthews, Jupiter Programming. "There are no other channels and few sources on Japanese television for reality programming so we feel we will be a stand-out on the digital television landscape in this country."

The joint venture has acquired the existing channel BB Factory, a gaming and computer channel from Softbank and Yahoo. As a result, when *Reality TV* launches this coming February, it will be available on Sky Perfect DTH platforms and be distributed by JPC to cable and broadband platforms throughout Japan.

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“The fact that we were able to negotiate the acquisition of pre-existing channel space really made this an exceptional deal for us,” noted Tanya Gugenheim, Senior Vice President, Legal and Business Development, Zone Vision. “We are entering this exciting new market at the right time and with the added benefit of a strong local partner and extensive carriage. It’s really an ideal situation for us and we are very confident about the channel’s future in Japan.”

The new *Reality TV* channel will originate out of Tokyo and be distributed on a single, dedicated feed for Japan. Programming will include content from Zone Vision’s vast library of reality series and specials. All programming will be dubbed in Japanese for local audiences.

#### **About Reality TV**

Zone Vision’s *Reality TV* channel was first launched in Europe in late 1999 and has gained distribution in more than 125 territories in just four years. The most significant recent launches were in the UK, where the channel is now available to more than 8 million cable and satellite subscribers and consistently rates in the top 50 channels in a 300+ channel market, and in the US where the channel launched in December 2003 on the Dish Network satellite platform. Worldwide, *Reality TV* is now broadcast in 18 different languages and is available to over 134 million subscribers.

#### **About Zone Vision**

Zone Vision International Holdings B.V. (“ZVIH”) is headquartered in Amsterdam, The Netherlands.

Since it first launched in 1991, Zone Vision has grown to become a leading international broadcaster and distributor of thematic television channels. Today, the company has offices and studios in 18 countries and employs over 190 media professionals around the world.

Zone Vision’s three thematic channels; Reality TV, Europa Europa and Romantica are broadcast to over 130 million paying subscribers throughout the world.

With over 134 million paying subscribers, the company’s channel representation business has attracted a blue-chip client base and currently represents over 30 international channels including Discovery, MTV, CNN and Hallmark. In addition, Zone Vision’s programme distribution arm, Zone Licensing, continues to acquire formats, series and specials from leading producers around the world.

#### **About Jupiter Programming Co. Ltd.**

Based in Tokyo, Jupiter Programming Co., Ltd (JPC), is a 50/50 joint venture between Liberty Media International, the international subsidiary of Liberty Media Corporation (a leading United States media company providing programming services and operating television, telephone and Internet distribution networks around the world) and Japan’s Sumitomo Corporation, a leader in multimedia applications. JPC was formed in March 1996 to develop, manage and distribute television programming and content to cable and satellite distributors in Japan. Now the leading company of its kind in the country, JPC’s collection of programming assets has established a solid foundation of high quality television programming and content, specifically designed for the Japanese consumer. With strategic investments in several of Japan’s most popular services, JPC is dedicated to continually identifying new programming and content opportunities, and to

remaining at the forefront of Japan's expanding media marketplace. JPC operates or invests in 15 channels in Japan: MoviePlus, LaLa TV, Golf Network, Shop Channel, Discovery Channel, Animal Planet, the 3 channel J Sports multiplex, AXN, Nihon Eiga (Japanese movie channel), Jidaigeki (Samurai drama channel), Kids Station, Anime Theater-X, and Nikkei CNBC. For more information on JPC and the Japan market, see the company website at [www.jpc.co.jp](http://www.jpc.co.jp).

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