



MYMOVIES CONTENT POWERS VIRGIN MOVIES APP ON TIVO®

Virgin Media and MyMovies have extended their multi-platform partnership with the creation of a new app, celebrating the launch of Virgin Media's movie service.

The app is bringing dozens of brand new movie trailers straight to TV screens in over a million Virgin Media TiVo homes every week so Virgin Media customers can stay up-to-date with all the latest blockbusters and must see movies.

Lynette Turnbull, Virgin Media's Head of Commercial Development and Product Management, Multiscreen, said: "Virgin Media is home to the UK's greatest choice of films and MyMovies have been an invaluable partner for us online and on mobile for many years. We are excited to extend this partnership onto TV allowing our TiVo customers to discover what's coming up as well as what's ready right now in our massive ever-changing catalogue of movies."

Monica Chadha, Managing Director of MyMovies, said "We're excited that MyMovies content is now one of many new reasons for people to love their TV with Virgin Media's TiVo service, whilst simultaneously supporting UK film distributors by bringing high specification trailers into people's homes".

Virgin Movies' massive catalogue of films includes brand new blockbusters, many available on the same day they hit DVD, classic titles and fantastic hidden gems making it the first place to watch films at home. Viewers can watch movies on the big TV screen at the touch of a button via their Virgin Media TiVo service as well as online.

About Virgin Media

Virgin Media is one of the UK's leading entertainment and communications companies, consumers can get everything they need from one company for the first time. Virgin Media provide the UK's only quad play of TV, broadband, phone and mobile plus the most advanced TV on demand service available, the UK's first high definition TV service and V+, their high specification personal video recorder.

About MyMovies

Since its launch in 1998, MyMovies has become the market leader in providing entertainment video solutions across movies and video games ensuring brands and content owners connect with relevant audiences across multiple platforms and devices.

They work with content owners to get their most powerful marketing assets - trailers and video content - rapidly distributed to exactly when and where people want to watch them. Backed by strong editorial, high production values and top talent access, their business delivers trailers, movie shows, premiere reports and star interviews, with supporting metadata and imagery, to in excess of 25 million people a month.

MyMovies are known for connecting audiences to the best content and lead the way in maximising video performance and revenue. For further information, please see <http://about.mymovies.net/>

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