

## **CARTOON NETWORK GOES INTERACTIVE!**

### **TBS and NDS Deploy iTV Games in Asia Pacific**

**Hong Kong, SAR – January, 25, 2006** – Turner Broadcasting System, Inc. (TBS) has appointed NDS Group plc, the leading provider of technology solutions for digital pay-TV, as exclusive interactive TV (iTV) games and enhanced television applications developer for the Asia Pacific region. NDS and TBS will deploy Cartoon Network interactive content on selected Asian Pacific digital platforms.

As part of the agreement, NDS will provide TBS a variety of iTV games on a pay-per-play basis, the Powerpuff Girls Crystal Crisis being the first pay-per-play game offered for Cartoon Network in Australia. The pay-per-play games will provide new iTV entertainment for Cartoon Network's Australian viewers, and will be updated every month.

"TBS is extremely delighted about collaborating with NDS to provide new entertainment content for our viewers. Utilizing the most up to date technology available to us, we can now offer viewers a more interactive experience in conjunction with our award winning programming," said Ian Carroll, Senior Vice-President & General Manager, Turner Broadcasting System Asia Pacific, Inc. "Australia is a natural fit in terms of rolling out iTV in the region because of its highly developed digital platform infrastructure and technologically savvy population."

Sue Taylor, Vice President and General Manager of NDS Asia Pacific said, "The partnership between NDS and Turner Broadcasting System in Asia Pacific has created new interactive TV entertainment for Cartoon Network viewers in the region, and there will be more exciting new iTV games and promotions coming up as the partnership grows. This innovative service is another example of Cartoon Networks' commitment to excellence."

In addition to iTV gaming, NDS will provide enhanced television applications to various campaigns. Eyeballs 3: Triple Play watch-and-win promotion in Australia was the first Cartoon Network promotion to include an interactive TV component, RedEye. On-air during the latter part of last year, Eyeballs 3:Triple Play incorporated the Red Button feature on the TV remote control allowing viewers to access and play iTV content through the channel. Eyeballs 3: Triple Play built on the success of previous Eyeballs viewer promotions in Australia and the new interactive component heightened the excitement of the campaign.

#### **About Turner Broadcasting System Asia Pacific, Inc.**

Turner Broadcasting System Asia Pacific, Inc. (TBS) is a wholly-owned subsidiary of Turner Broadcasting System, a Time Warner company, and a major producer of news and entertainment product around the world. In the Asia Pacific region, TBS distributes CNN International, CNNj (Japan), CNN Headline News, Cartoon Network, Turner Classic Movies, Pogo, Boomerang as well as interactive news and entertainment content.

#### **About NDS**

NDS Group plc (NASDAQ/Euronext Brussels:NNDS), a majority owned subsidiary of News Corporation, is the leading supplier of open end-to-end digital pay TV solutions for the secure delivery of entertainment and information to television set-top boxes and IP devices. See [www.nds.com](http://www.nds.com) for more information about NDS.

Editor's Notes:

**The Powerpuff Girls in Crystal Crisis:**

The Powerpuff Girls have to save Townsville from Mojo Jojo by collecting enough crystals to power up the super-ray-gun. In order to gather the crystals, the girls must share their powers so that at least one of them can become airborne. Use the remote control to collect the crystals and avoid the bad guys while bonuses will help with your mission.

**Eyeballs 3: Triple Play:**

Viewers must keep their eyeballs peeled to Cartoon Network at specified times to spot the red eyeballs as they appear on screen during the shows. If the viewer pushes the red button on the remote control while the eyeball appears on screen, EyeCodes are rewarded to the player. Cartoon Network registered members can participate in the Eyeballs 3: Triple Play promotion to collect EyeCodes and win prizes such as a travel voucher, a shopping spree or a home entertainment system.

Screen shots of the Powerpuff Girls Crystal Crisis are available on request.

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