

QVC ACTIVE LAUNCHES ON TELEWEST BROADBAND

“Next generation home shopping made easy”

QVC, the UK’s leading TV shopping channel, today announced that a major upgrade to its interactive service, QVC Active, has launched on Telewest Broadband’s digital cable TV service.

For the first time on digital cable television, viewers will be able to browse through QVC’s range of over 13,000 products and place orders using the red button on their remote control. Furthermore, the fully transactional service is linked to QVC’s Customer Operations Centre, providing a real-time stock check.

“Launching a fully-transactional interactive service on cable enables us to deliver choice, speed and flexibility to our customers. Now they can watch QVC and easily browse through a vast array of products – all at the touch of a button. In addition, it doesn’t get much easier than being able to place an order through your remote control,” comments Sue Watson, Director of Affiliate Relations and Marketing at QVC.

From the welcome page, customers can access the following sections: Products – including an image and description; Search – enabling customers to undertake a detailed search for products by keyword or description, price range or manufacturer; Specials – featuring Today’s Special Value, Weekly Special Value; Spotlight on; Features; On Air – from which customers can order the on air item; TV Guide.

Richard Burrell, Director of Engineering at QVC, adds: “There has been a great deal of talk about convergence between web and TV, often it is more hot air than hot news. However with the help of our partners at NDS and Telewest Broadband we can now offer cable customers the breadth of products and services available through QVC’s website, www.qvcuk.com, in the convenience and comfort of an integrated TV service.”

Based on NDS’s [Value@TV™](#) system, QVC Active is fully integrated with QVC’s back office operations, with synchronisation between the live programme, stock and availability information.

“NDS has worked with QVC for a number of years on Sky digital building the UK’s most advanced interactive impulse purchasing system with real-time synchronisation. The QVC launch on Telewest Broadband’s digital cable TV service is the first time that NDS has developed such a sophisticated multi-platform application and we are excited to be leading the way on digital cable with QVC”, said Paul Thompson, Vice President of Interactive TV, NDS.

Philip Snalune, Director of TV at Telewest Broadband, said: “The launch of QVC Active is further enhancing the opportunity that interactive TV offers. We’re certain that it will be a hit with our customers, combining a simple, three-click ordering process with the diverse product range that QVC offers.”

QVC Active on Telewest Broadband’s digital cable TV service uses 128-bit SSL encryption, ensuring that customers can be confident of the highest level of security when using the service.

Notes for editors:

The service can be accessed either through Telewest Broadband’s digital interactive TV service or whilst watching QVC by pressing the red button on the remote control.

About QVC

QVC is a joint venture between QVC Inc, America’s leading electronic retailer, and BSkyB. The channel is available to 12.5 million digital & analogue cable, satellite and digital terrestrial homes in the UK and broadcasts from Marco Polo House, London, 24 hours a day, 365 days a year with live programming from 09:00 to 02:00 UK time.

About Telewest Broadband

Telewest Communications plc, the broadband communications and media group, currently passed 4.9 million home and provides multi-channel television, telephone and internet services to 1.74 million UK households, and voice and data telecommunications services to around 72,700 business customers. Its content division, Flextech, is the BBC’s partner in UKTV. Together they are the largest supplier of basic channels to the UK pay-TV market with a portfolio that combines wholly owned and managed channels, including the eleven joint venture channels with the BBC.

About NDS

NDS Group plc (NASDAQ/NASDAQ Europe:NNDS) is a 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 <http://www.nds.com> for more information about NDS.

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