



know your Mobile TV users with EXPWAY FastCollection™

EXPWAY FastCollection™ Solution has been chosen by Médiamétrie for its Audience Measurement Services on Mobile TV

Paris, Feb. 11th, 2009 - Expway, the world leader in mobile TV data management solutions today announced the selection of its FastCollection™ solution for Mobile TV audience measurement by Médiamétrie, a French audiovisual and digital media audience measurement company. This marks a new milestone in Expway's worldwide leadership in the Mobile TV market.

Expway's FastCollection™ is a critical solution for operators as it provides the tools they need to deploy successful Mobile TV systems. More specifically it allows operators to:

- Increase user satisfaction by adapting content to audience on a daily basis
- Generate additional revenues by monitoring prints and clicks of all Mobile TV advertisements (live, zapping, banners, pre-roll, etc.)
- Reduce OPEX and CAPEX by tuning network infrastructure to map audience demand

Expway's FastCollection™ allows precise monitoring of user behaviors, including consumption of live and On-Demand content, EPG browsing, interactivity usage, and advertisement prints and clicks. The solution supports major delivery networks over both broadcast (DVB-H, DVB-T, ATSC-MH, ISDB-T mm, CMMB) and unicast (3G, Wifi), in any combination. Additionally, the solution's security features ensure respect of user privacy and independence of operators and measurement agencies.

"Médiamétrie was looking for a qualified, flexible audience measurement tool for the emerging Mobile TV business and our FastCollection™ solutions meet this requirement perfectly," says Claude Seyrat, Vice-President Marketing at Expway. "We are also honored to partner with Médiamétrie - a leading audience measurement expert - for the delivery of our solution worldwide. By offering our Mobile TV FastCollection™ solution with its most advanced features, we will secure the development of Mobile TV on a global scale by establishing its business model."



"Mediametrie selected Expway FastCollection™ for its capacity to be integrated with the leading cellphone manufacturers," says Ivan Dulguerian, Manager of technological marketing and services at Médiamétrie. "This technology will allow us to offer a Mobile TV audience measurement solution that is compliant with unicast and broadcast simultaneously. We will also be able to develop new audience indicators, such as for interactive service or ESG usage."

About Expway

EXPWAY is the leading provider of Mobile TV and Video Data solutions delivered over broadcast, cellular, broadband and satellite networks. EXPWAY's solutions allow Operators, Broadcasters and Manufacturers to deploy, monitor and manage compelling interactive services for their customers such as Mobile TV services, On-demand Music or Automotive Infotainment that generate significant sales growth. EXPWAY has established its recognized technological leadership through its ongoing involvement in standardization and focus on innovation.

EXPWAY carrier-grade solutions have been deployed by leading Broadcasters and Operators in Italy (Tim, H3G, Vodafone), Japan (NTT), the Philippines (PMSI), and by major manufacturers (LGE, Samsung, Sagem, Quantum, Sumiden, MP3Car). EXPWAY is helping customers deploy new services in Eastern Europe (Vimpelcom), the Middle-East (Mobision), Asia (M-One) and the USA (ICO).

Founded in 2000, Expway is a privately owned company headquartered in Paris, France. For more information, visit www.expway.com

About Médiamétrie

Médiamétrie measures audiences and conducts media research for players within the media and communications market. Its mission is to provide measurement of audiences and of audiovisual and digital media performance with a level of quality that will make it the reference for all market participants. Created in 1985, Médiamétrie is expanding its activities in Television, Radio, the Internet, Film, Mobile Phones, and the Cross-Media sector in France and abroad. Its international division, Eurodata TV Worldwide, distributes information gathered by worldwide TV audience measurement firms through partnership agreements. It also continuously detects and monitors new international formats and trends. In 2007, the Group Médiamétrie achieved a turnover of 55 million €.

EXPWAY CONTACT:

Claude Seyrat

+33 1 4454 2928

Claude.seyrat@expway.com