

## PRESS RELEASE



### **BiBC announces new content deal with Ministry of Sound**

~ Collaboration creates the largest catalogue of video content available for download ~

**09 January 2007, London, UK:** BiBC has today announced a signed content deal with the Ministry of Sound in a massive boost to content available across its range of partner branded white label sites. To date, BiBC has signed deals with numerous content owners including, Universal, EMI, ITN, Sanctuary Group; V2, Vital and Laughing Stock among others.

Today BiBC boasts the largest catalogue of video content available for download in the UK. This totals over 10,000 individual pieces of content being made available for sale via BiBC's digital stores.

Thousands of new videos have been added through this deal with a mix of old and new such as Fedde Le Grand – Put Your Hands Up Detroit to Eric Prydz - Call on me, and DJ Sammy - Heaven, plus many more. The choice is expansive, and new customers are choosing to log on to BiBC's aggregated sites every day. Collectively BiBC powered sites have well over 1,000,000 subscribers.

With exciting new content available every day, including comedy and TV shows, BiBC has enhanced its reputation as the leading video-on-demand facilitator in the UK. BiBC pioneered the technology that allows content to be downloaded securely and easily over the Internet, and the new and improved content makes video downloading an exciting reality for many consumers. Recent BiBC research showed that a massive 85 per cent of respondents would buy movies or other visual media downloaded from the internet

Paul Hague, CEO of BiBC, commented: "With such a huge demand, big name brands are scrambling to get on board and give the consumer what they want, and we are proud to be at the cutting edge of this market. This new content range from Ministry Of Sound represents a dramatic step for ourselves and the industry as a whole, as we continue to lead the market with the quality and quantity of content".

**Ends**

#### **Editors' Notes About BiBC**

The British Internet Broadcasting Company, BiBC, is a privately owned company, founded in 2000. BiBC is pioneering the use of the web as a multimedia distribution platform through BoxOffice365.com - the first managed service offering that enables secure on-line distribution of video content, increasing revenue and reducing costs.

BiBC allows content and brand owners to outsource the creation, distribution and payment for digital content over the web.

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