



V4x Brings Interactivity to the Hit Show “Nouvelle Star” for France’s M6 Web

V4x Interactive Live Web Player and Live Chat for online viewers boost audience, interest and engagement.

Paris, France — June 24, 2009 — V4x, the pioneering software developer focused on providing high-quality interactive content for web and mobile services announced today that M6 Web – the Internet division of Metropole Television Group, France’s second-largest commercial TV broadcaster – is using V4x technology to provide Interactive web viewing services and Live Chat for the popular “Nouvelle Star” show, the French equivalent of “American Idol.”

The V4x technology drives online and mobile traffic while engaging viewers with chat and play-along games while the show is broadcast on TV, proving a robust, cross-media 360° experience for users.

“V4x allows us to provide a true, multi-media experience that melds television with online and mobile in a very compelling way, and we’re pleased with the heightened level of audience participation,” says Christian Bombrun, Deputy Managing Director at M6 Web. *“With V4x we can easily leverage content simultaneously to multitasking teens and young adults who watch TV while chatting on the WEB. The V4x toolkit powers our media 360° monetization strategy with live social interaction polls, quizzes and chats running in parallel with our primetime shows.”*

“M6 Web is a creative force in television and a true leader in digital media,” says Pierre Henri Humblot, Product Director at V4x. *“We’re very pleased to have them using V4x to expand their reach and brand identity to viewers across digital platforms with V4x tools for live interactivity and social networking that build audience and revenue.”*

OnAir Widgets for Web & Mobile

V4x includes a range of authoring tools, multi-platform delivery capability and back-office platform integration that allows content producers to engage viewers in innovative richmedia interactive media-players that improve viewer experiences and revenue opportunities.

Interactive elements such as voting, chatting with other fans while watching a game or a reality-TV show, buying tickets or music tracks during a live concert, watching highlights and statistics, or betting, for live sport events can all be incorporated into your content offerings with the V4x platform.

About Metropole Television Group

Created in 1987 with the channel M6, Metropole Television Group now offers a wide range of products and services multi-media. In television, it affects large audiences through its family of channels organized around M6, second commercial channel market, and complements each other in terms editorials. Attendance on as many broadcast platforms, channels ensure enhance the content of the group with viewers. With its brands and audiovisual products, the M6 group has developed gradually many activities diversification which today almost half of its turnover. With the "digital revolution", it is now firmly entered into new technologies such as mobile phone or the Internet, while still present in the press, cinema, and video.

About V4x

V4x is the innovative software developer of the V4x Interactive Factory Platform, which enables content producers, telecom operators and services providers, to create, manage and deliver compelling, synchronized contextual interactivity for video. The V4x Interactive Factory provides a set of authoring tools and the back office infrastructure for delivering video channels and interactive services to multiple platforms such as Adobe's Flash, Air and Flashlite, Apple iPhone and Blackberry Smartphones, Mobile Broadcast TV and Mobile Video 3G services.

V4x customers include telecom operators such as Orange FT and Portugal Telecom, entertainment groups such Luc Besson's film production company EuropaCorp and Partouche Casinos, and media companies such Antena3, M6 WEB, Public Sénat and Radio Suisse Romande.

V4x has won several other awards including "Concours National Création d'Entreprises - Ministère de la Recherche" in 2006 and the TV Technology's NAB 2007 STAR award. In 2008 V4x was selected as a participant in the prestigious Orange FT Start-Up Program. In 2009, V4x Wins Honors at LeMobile 2.0. V4x is a member of the Open Mobile Alliance (OMA) and the Mobile Digital Television / Advanced Television Systems Committee (ATSC).

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