

MONDAY, JUNE 15, 2009

MoboVivo announces global licensing deal with BBC

MoboVivo Announces Licensing Deal with BBC Motion Gallery

Global distribution of over 100 programs for web and mobile

June 15, 2009 (CALGARY) - MoboVivo Inc., a Calgary-based company that licenses and distributes TV shows online and for mobile, announced today a content licensing agreement with the clip licensing arm of BBC Worldwide, BBC Motion Gallery. This will see the beginning of global distribution of over 100 short programs featuring hand-picked footage from a variety of BBC programming.

"We're thrilled to be working with BBC Motion Gallery" said MoboVivo founder and CEO, Trevor Doerksen. "We selected this initial line-up of programs to target specific audiences and existing customers on all screens."

"Our Short Programs Catalogue offers hundreds of topics, each formatted perfectly for viewing on mobile devices," commented Jan Ross, SVP, BBC Motion Gallery. "We are excited to offer this content to consumers on a variety of platforms."

Under terms of the deal, MoboVivo will initially distribute 10 series, or about 130 individual programs, from the BBC Motion Gallery Short Programs Catalogue. Each program ranges from three-five minutes in length with subjects including humor, education, sports, natural history and world events. The programs will be available for download at MoboVivo.com and can be viewed and shared on desktop computers or on a mobile device, such as an iPod or iPhone.

MoboVivo.com offers some 2,500 TV shows for download, including Emmy award-winning dramas, such as *The Tudors*, comedy, sports, documentaries, health and lifestyle, a library of children's programming, and made-for-web urban culture programming.

POSTED BY SCOTT VALENTINE AT 9:05 AM

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