



MEDIA RELEASE

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IGNITE MEDIA BRANDS APPOINTS NIELSEN TO PROVIDE SPOT MONITORING

Ignite Media Brands today announced the appointment of The Nielsen Company to provide a spot monitoring service to advertisers and agencies for its growing suite of subscription TV channels effective from February 1, 2011.

Ignite Media Brands CEO Brian Gallagher said: "Ignite Media Brands and our channel partners are eager to provide the most accountable service possible to advertisers on the STV platform. We are delighted that Nielsen has agreed to extend their existing service that is already widely used across the industry by incorporating these STV channels."

Commenting on the new service Peter Cornelius, Managing Director, Media, The Nielsen Company said: "Nielsen is delighted with the level of commitment and support shown for this service by Ignite Media Brands and their STV channel partners. Our service is the benchmark for accountable media sales and buying practices, and as such will serve Ignite Media Brands, its advertising partners and the advertisers and agencies effectively in an increasingly complex media environment."

"This initiative will allow media buyers to utilise spot monitoring data for their advertiser clients across the participating channels at no additional cost as the Ignite Media Brands channel partners have funded the service as their commitment to the industry," Gallagher added.

| Subscription Television Channels monitored by Nielsen for Ignite Media Brands | | |
|---|-------------|-------------------|
| TVI | Sci Fi | STVDIO |
| Nickelodeon | FMC | Nat Geo |
| Nick Jr | Starpics | Nat Geo Wild |
| Movie One | MTV | Nat Geo Adventure |
| Movie Greats | MTV Hits | CNBC |
| Movie Extra | MTV Classic | |

Ends

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For more details of the Nielsen service please contact:

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About Ignite Media Brands

Ignite Media Brands is an independent, fully integrated, digital sales network delivering creative, targeted solutions for advertisers. Launched in 2010, Ignite represents a growing portfolio of instantly recognisable, premier subscription TV brands spanning general entertainment, youth, movies and kids. These include MTV, MTV Classic, Nickelodeon and Nick Jr, TV1, SCI FI, Movie One and Two, Movie Extra, Movie Greats, Family Movie Channel, World Movies, Starpics 1&2 STVDIO, CNBC and Aurora. Ignite also manages media sales for National Geographic's suite of subscription TV titles and online properties in Australia. In addition, Ignite represents a portfolio of more than 40 high-profile online destinations, reaching almost four million monthly unique visitors.