



ASX: TTV

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TWO WAY TV AUSTRALIA SIGNS MAJOR INTERACTIVE TV DEAL IN HONG KONG AND CHINA

Two Way TV Australia Limited ("Two Way") today signed a deal with Hong Kong free-to-air broadcaster Asia Television Limited ("ATV") and television production house International Football Marketing Limited. Under the deal, ATV's pre-game soccer panel program, "Kick Off Hot Talk", will include exciting interactive competitions. Viewers will use their mobile phones to participate via Two Way's cutting edge Simcast technology.

The "Kick Off Hot Talk" program is a preview for live soccer games broadcast from Europe. The audience for the program is approximately 600,000 viewers in Hong Kong. In neighbouring Guangdong Province (mainland China), the audience is estimated to average 4 million viewers (out of a total population in Guangdong of around 86 million). The viewing audiences are high, because European soccer is very popular and in some areas, betting on soccer is also popular.

Two Way's Simcast technology will be used during twenty-three episodes of the program, starting with the UEFA Cup pre-match show on 27 September 2005 and continuing through to 17 May 2006. During each program, competitions will be offered to viewers, along with interactive voting and chat. Viewers will be able to compete to win multiple cash prizes and other prizes. At the end of the series a grand prize of a trip to London with accommodation and tickets to major soccer games will be awarded.

The cost for viewers to participate will be HK\$2 in Hong Kong (approximately A\$0.33) and RMB1 in mainland China (approximately A\$0.16) per message.

Although it is difficult to accurately predict how many viewers will use their mobile phones to participate in the competitions, the program producers (who ran competitions during last year's episodes of this program, but with fewer prizes) anticipate a range of between 3% and 6% of the viewing audience. Net proceeds after telco costs are to be shared equally between Two Way, ATV and the program producer.

Assuming that the audience and participation rates predicted by the producers prove accurate, then the net proceeds to Two Way from this single program could be in the range of A\$170,000 to A\$430,000.

The managing director of Two Way, Mr Jim McKay, said that he was very enthusiastic about Two Way participating in a program surrounding such a significant sporting event and bringing Two Way's Simcast technology to such a large potential audience.

Mr McKay added "Two Way is currently focusing an enormous amount of effort on the Asian market generally, given the vast number of television viewers and mobile phone users in the region. We are confident that this agreement will be the forerunner of many others to come, as Two Way concludes the negotiations it is engaged in with numerous broadcast operators in the Asian region."

For further information:

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ABOUT TWO WAY TV AUSTRALIA (ASX: TTV)

TWTVA is the leading provider of live, competitive, enhanced TV entertainment and interactive TV applications and technology to the Australian and Asian television environment. Its competitive strengths include its patented technology, library of interactive program applications, exclusive content deals and management team.

The exclusive and perpetual licence it acquired in 2000 from Two Way Media Ltd in the United Kingdom has given TWTVA a competitive advantage in terms of content and patented technology in both the Australian and Asian markets. This licence also gives it automatic access to arguably the world's largest library of interactive applications for existing television programs, as well as to the technology to deploy these applications for broadcasters within very rapid timeframes.

TWTVA has built a powerful suite of technologies that can be operated across any television delivery platform and interactive TV middleware. The core components consist of patented production, scheduling, and monitoring tools, transmission management, game/score processing systems, and an engine for handling real-time messaging and score process management.

ABOUT ASIA TELEVISION LIMITED (ATV):

Asia Television Limited (ATV) was the first television station in Hong Kong, established on 29 May 1957. It was at first known as Rediffusion Television and renamed Asia Television Limited in 1982.

ATV is one of the two free-to-air broadcasters in Hong Kong. It operates two channels: one is a 24-hour HOME channel, which is in Cantonese; the other is a 22-hour WORLD channel, which is in English. In 2002, ATV also gained approval from the China State Administration for Radio, Film and Television to beam its two channels to the Guangdong Pearl River Delta region. ATV has also established a close relationship with Guangdong TV for cooperation in program productions, advertising and sales.

Today ATV is the second largest FTA broadcaster in HK. ATV attracts on average a 30% prime time audience share.