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TWO WAY TV AUSTRALIA SIGNS PAN-ASIAN LICENSING DEAL WITH STAR FOR DEPLOYMENT OF SIMCAST MOBILE-TO-TV TECHNOLOGY

Two Way TV Australia Limited today signed a Memorandum of Understanding with STAR Group (STAR), Asia's leading media and entertainment company.

Under the MoU, Two Way has licensed to STAR the ground-breaking mobile-to-TV technology called Simcast, which can be used to create a range of exciting interactive TV applications that viewers can respond to using their mobile phones.

STAR intends to use the Simcast system for a wide range of interactive applications across its network of channels. The system has already been deployed in successful trials in China and India, involving chat and voting applications on the popular music channel "Channel [V]", and the Hindi entertainment channel "STAR ONE".

STAR broadcasts over 50 channels in eight languages and offers a comprehensive choice of entertainment, sports, movies, music, news and documentaries. Reaching more than 300 million viewers in 53 countries across Asia, STAR is watched by approximately 100 million viewers every day.

Two Way will receive an upfront fee and an ongoing share in the revenue generated by viewers sending in messages from their mobile phones. Two Way will also provide support and maintenance in return for a monthly fee. The deal has a term of five years.

The expected revenue from this deal in the current financial year is reflected in Two Way's existing revenue guidance. Over time, the deal has the potential to generate multiple revenue streams for the company, from the deployment of multiple applications across multiple countries.

Managing Director of Two Way, Mr Jim McKay, said "This deal is a major step forward in Two Way's strategy of working with the leading broadcasters in the heavily populated markets of Asia. We are very proud to deploy our Simcast technology in partnership with STAR and its powerhouse of entertaining and informative channel brands."

"Leveraging our popular channel brands and quality programming into mobile services is part of our continued efforts in deepening and strengthening our reach to viewers," said Ross Crowley, Senior Vice President of Programming, STAR. "Encouraged by positive results in our Chinese and Indian trials, I have confidence that Two Way, with its professionalism and commitment, will be the right partner in delivering reliable and user-friendly TV-to-mobile technology to our system. We look forward to sharing these cutting edge services with our viewers throughout Asia."



Two Way and STAR will now work towards signing a long-form contract to implement the MoU in the coming weeks.

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ABOUT TWO WAY TV AUSTRALIA (ASX: TTV)

Two Way is the leading provider of live, competitive, enhanced TV entertainment and interactive TV applications and technology to the Australasian 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 acquired in 2000 from Two Way Media Ltd in the United Kingdom has given Two Way a competitive advantage in terms of content and patented technology in both the Australasian and Asian markets. This licence also gives 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.

Two Way 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 STAR

STAR is a leading media and entertainment company in Asia. STAR broadcasts over 50 television services in eight languages to more than 300 million viewers across 53 Asian countries. STAR channels cover all genres including general entertainment (Star Plus, Xing Kong, Star Chinese Channel, Star One, Star Utsav, Star World, Vijay, Phoenix Chinese), sports (ESPN, Star Sports), movies (Star Chinese Movies, Star Gold, Star Movies), music (Channel [V]), and news and current affairs (Star News, Star Ananda, Phoenix InfoNews Channel).

STAR controls over 20,000 hours of Indian and Chinese programming and also owns the world's largest contemporary Chinese film library, with more than 600 titles, featuring superstars including Jackie Chan, Chow Yun Fat and Bruce Lee. In partnership with leading companies in Asia, STAR businesses extend to filmed entertainment, television production, cable systems and wireless and digital services.

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