



## **WizTiVi creates the interactive TV channel Dailymotion**

Now available on the Neuf Cegetel network

WizTiVi, a subsidiary of the PROSERVIA Group, has adapted the Dailymotion website to the TV environment and the use of a remote control. Dailymotion, world leader amongst the independent video-sharing sites, has been accessible on TV in France on "Channel 100" since the 19th February, which is available to subscribers of the Neuf HD TV service.

*"The innovative solution developed by WizTiVi, a subsidiary of the PROSERVIA group, allows us to offer an interactive channel to our subscribers. The enthusiastic reception of this channel by the early adopters paves the way for the arrival of new interactive services on the Neuf network in the near future."* Eric Coffre, Head of Neuf TV's General Public Division.

Thanks to WizTiVi, Dailymotion will significantly increase its potential audience. *"With the WizTiVi technology, developed by the PROSERVIA group, TV viewers can now benefit from the best content and main functions of the Dailymotion website, while sitting comfortably on their sofa, surrounded by friends and family. Acces to Dailymotion through the TV set is part of our strategy to be present on all types of audiovisual unit and is aimed at the regular site users as well as a new audience."* Mark Zaleski, Chairman and Managing Director of Dailymotion.

### **WizTiVi : unique technical expertise for unprecedented interactive services.**

The technology developed by WizTiVi can be used with a large number of Set Top Boxes and offers advanced and innovative functions to broadcasters. Apart from the web 2.0 / TV interaction, the WizTiVi team offers a range of unique, interactive services:

- Deepening the live TV experience by adding extra visual content for example;
- Managing competitions and votes relating to the programme being shown;
- Developing Trade TV, TV On Demand, On Demand Services and so on.

Dailymotion on TV is the 1st available application that has been developed by the WizTiVi team. An amazing showcase which confirms the WizTiVi savoir-faire concerning broadband TV, their mastery of the technical requirements of interactive TV, as well as their capacity to create partnerships with the key players of the multimedia universe.

### **A highly potential development**

Strengthened by their undeniable lead in the field, WizTiVi will assuredly become a major reference concerning the web 2.0 / TV convergence. A grant of €800,000, recently awarded by the OSEO (a state-funded organisation which helps SMIs in developing innovative projects), will ensure that WizTiVi possesses the necessary financial means to continue developing its technical and commercial offers in excellent conditions.

The PROSERVIA group has thus entered a new market with a huge growth potential over the coming years, not only in terms of the services provided but also from the linked revenues, generated by the interactivity with the new "webtv user".

## **About the PROSERVIA Group**

Established in 1994 by its Chairman, Thierry Congard, the Proservia Group specialises in the field of ICT infrastructures and provides a comprehensive range of services, from systems architecture consulting to operating facilities management. At the same time, the Proservia Group has developed a strong expertise in outsourcing R&D in the multimedia and digital TV sectors. Offering ICT services locally through a national network of 15 agencies, the turnover of the Proservia Group for 2007 was 36,8 M€. The Proservia Group has been quoted on the French Alternext Market since the 31<sup>st</sup> of July 2006. [www.groupe-proservia.fr](http://www.groupe-proservia.fr)

The PROSERVIA Group creates interactive TV channels through its WizTiVi subsidiary on the 2.0 TV service of the different Internet Service Providers (Interactive broadband TV) and adapts websites to the TV format (by re-designing the websites to be adapted both to TV screen size and to remote control use). WizTiVi also provides a large offer of interactive and original services on TV: games, on-line voting related to the current program, additional information, enhanced services, Trade TV, TV on Demand, On Demand Services.

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