



## **Babeleye & TV2MORO Launch EPG in US, Successfully Integrates with KIT digital Video Platform**

- \* Babeleye provides TV2MORO with customized rich metadata of 50+ ethnic linear channels
- \* Integration between Babeleye and KIT digital achieves an end-to-end solution for managing and creating EPG for video distribution platforms

**Rome, Italy – September 1st, 2011** - Babeleye, the metadata aggregator and multi-lingual multi-screens EPG management solution provider, and TV2MORO, the leader in ethnic programming IPTV distribution in the US and Canada, successfully launched an EPG service for 50+ linear TV channels on TV2MORO's IPTV service, powered by KIT digital..

Babeleye provided the necessary expertise and knowhow to link its cloud-based metadata management platform with the KIT Video Platform for video assets management. This resulted in a solid two-way communication between the metadata provision point both in push and pull modes, and the head-end insertion of the metadata into the stream.

The new EPG will provide an attractive addition to TV2MORO's offering and will be the base for pushing further its content discovery strategy. A mix of features such as editorial highlights from channels and Babeleye, metadata-based recommendations and programming analytical tools, combined with Babeleye' highly customizable EPG compiler, offer tremendous possibilities for future and strategic expansion plans

Commenting on the launch, *Mr Hamid Ouddane*, founder and Managing Director of Babeleye LLC, said: "We are delighted with this integration and this partnership with TV2Moro and KIT digital. This enforces our commitment to providing video platforms with world-class innovative services to help them grow their business. This also provides operators with an end-to-end solution to aggregate, manage, generate and inject into the stream their customized EPG information. Our fast-growing repository of multi-lingual editorial metadata adds immediate scalability for TV2MORO EPG lineup, and makes us a serious and reliable destination for operators' appetite to increase the value of their EPGs"

Announcing the launch of the new EPG, *Mr Elie Kawkabani*, CEO of TV2MORO Inc said: "We at TV2MORO are excited about our new partnership with Babeleye. We have committed to our clients to provide the richest, most accurate EPG and Metadata in the industry, and we are certain Babeleye will be able to provide that on a consistent basis. As everyone knows, having an accurate EPG is crucial in this digital age, and we are very happy with what we are delivering. Babeleye principals' rich experience in the industry, coupled with their strong technical knowledge made the integration with our platform smooth and seamless. We wish Babeleye the best of success in the years to come."

### **About Babeleye**

Babeleye is the leading provider of EPG management solutions and distributor of video content metadata for multi-lingual multi-screen guides, serving today's video distribution platforms: IPTV, OTT, DTH, DTT, Mobile, and Web. Babeleye offers a cost-effective solution for launching and enhancing electronic guides, including EPG, ESG, VOD Catalogues, and BCG. It provides powerful metadata-driven analytical tools. Our technology adds value to content providers and to distribution platforms by translating and deploying their programs metadata across multiple platforms, in multiple languages, and in different markets.



Guiding Your Audiences

For additional information, visit [www.babeleye.com](http://www.babeleye.com), follow the company on Twitter at [www.twitter.com/babeleye](https://www.twitter.com/babeleye) or join us at LinkedIn at [www.linkedin.com/company/babeleye](https://www.linkedin.com/company/babeleye)

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**About TV2MORO**

TV2MORO is an ethnic programming IPTV distribution network focusing on Diaspora communities in North America, Australia and Europe. Using the latest technology and Internet innovations, TV2MORO promises to re shape the way ethnic and specialty channels are distributed worldwide.

TV2MORO was founded and is headed by industry professionals who have already helped shape today's ethnic markets. Harvesting the power of the Internet and customizing it to service niche markets will re shape it once again.

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**About KIT digital**

KIT digital (NASDAQ: KITD) is a premium provider of end-to-end video management software and related services. The KIT Video Platform, the company's cloud-based video asset management system, enables enterprise, media & entertainment and network operator clients to produce, manage and deliver multi-screen socially-enabled video experiences to audiences wherever they are. KIT digital services more than 2,300 clients in 50+ countries including some of the world's biggest brands, such as Airbus, The Associated Press, BBC, Best Buy, Bristol-Myers Squibb, Disney-ABC, FedEx, Google, HP, MTV, News Corp, Telecom Argentina, Telefonica, Universal Studios, Verizon, Vodafone and Volkswagen. KIT digital maintains executive offices in New York and its operational headquarters in Prague, Czech Republic, with offices in 21 countries around the world. Visit the company at [www.kitd.com](http://www.kitd.com) or follow on Twitter at [www.twitter.com/KITdigital](https://www.twitter.com/KITdigital).

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