

## **MoboVivo announces content licensing deal with BBC**

*By MoboVivo Inc.*

*Dated: Oct 01, 2009*

*MoboVivo Inc., a software company that is enabling broadcasters to distribute TV shows on mobile phones, laptops and set-top boxes, announced a content licensing agreement with BBC Motion Gallery for distribution of shows over web and mobile.*

Global distribution of over 100 programs for web and mobile

RE-RELEASE - June 15, 2009 (CALGARY) - MoboVivo Inc., a software company that is enabling broadcasters to distribute TV shows on mobile phones, laptops and set-top boxes, today announced that it had completed a content licensing agreement with BBC Worldwide's BBC Motion Gallery. This will see the beginning of global distribution of over 100 short programs featuring hand-picked footage from a variety of BBC programming.

"We're thrilled to be working with BBC Motion Gallery" said MoboVivo founder and CEO, Trevor Doerksen. "We selected this initial line-up of programs to target specific audiences and existing customers on all screens."

"Our Short Programs Catalogue offers hundreds of topics, each formatted perfectly for viewing on mobile devices," commented Jan Ross, SVP, BBC Motion Gallery. "We are excited to offer this content to consumers on a variety of platforms."

Under terms of the deal, MoboVivo will initially distribute 10 series, or about 130 individual programs, from the BBC Motion Gallery Short Programs Catalogue. Each program ranges from three-five minutes in length with subjects including humor, education, sports, natural history and world events.

The programs will be available for download at MoboVivo.com and can be viewed and shared on desktop computers or on a mobile device, such as an iPod, iPhone or BlackBerry.

The MoboVivo.com WebStore offers some 3,500 TV shows and movies for download, including Emmy award-winning dramas, such as The Tudors, as well as comedy, sports, cooking shows, documentaries, children's programming and health and fitness shows from around the world

###

MoboVivo is a software company that enables broadcasters to distribute video for mobile phones, computers and set-top boxes, letting consumers take TV with them. In 2009, MoboVivo was named one of IDC Canada's "10 to Watch." in the mobile category.

|                |  |
|----------------|--|
| Category       | Entertainment, Internet, Software                                |
| Tags           | mobovivo, bbc, ipod, iphone, BLACKBERRY, mobile, Internet, video |
| Email          | <a href="#">Click to email author</a>                            |
| State/Province | <a href="#">Alberta</a>  |
| Country        | <a href="#">Canada</a>   |