

SONY



PRESS RELEASE

TPS & SONY LAUNCH THE FIRST «PLUG&PLAY» OFFER IN THE PAY DTT TV INDUSTRY



On May 3rd 2006, TPS and SONY create an event by launching in France the very first TV sets capable of receiving a fully integrated Pay TV package.

Thanks to a Partnership with NEOTION, the only company in the World that has developed a Technology capable of transcoding an MPEG-4 stream into MPEG-2 – such product being tailored for the newer generation of TV sets with integrated DTT tuner - TPS becomes the first Operator on the French Market to launch a Module capable of accessing its Digital Terrestrial Pay TV package.

Now available on an exclusive basis with the brand new range of SONY's Bravia LCD Panels, DTT TPS Modules enable to enjoy, immediately and really simply, the complete line up of channels in the Bouquet.

This is a genuine breakthrough Technological achievement that further strengthens TPS and SONY in their leading path towards innovation, while reinforcing their common desire to make the TV of the future a reality now through the combination of the best of breed Technology with truly easy to use products.

A RANGE OF BRAVIA NEWER GENERATION LCD FLAT PANELS

In September 2005, Sony Europe announced the launching of its newer range of flat panel TVs under the "**BRAVIA**" brand name (*Best Resolution Audio Visual Integrated Architecture*).

Each one of the **BRAVIA** model does come ever since with an optimized combination of Sony's technologies. Build around the seventh generation of Sony's LCD screens, their wider vision angle preserves the contrast and the chromatic richness, while their faster response time makes the movement really fluid.

By combining the very best of LCD screens available with continuously better performing image processing chipsets (BRAVIA ENGINE and natural colours Generator), the newer V and X series of BRAVIA TV sets are designed to offer a truly unique experience. The HDMI connectivity of those HD Ready or Full HD sets moreover ensures the compatibility with HD environment which is tremendously growing up in Europe.

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A COMPELLING OFFER SATISFYING ALL MASS MARKET TV EXPECTATIONS

Beyond the native access to French DTT 18 free to air channels, the TPS package offers 6 top tier channels selected to best match consumers legitimate expectations for a wider choice of services, thus satisfying their needs in terms of cinema, sport, information and entertainment:

TPS STAR, the premium channel offering great cinema and sport exclusivities, **EUROSPORT**, the preferred channel of choice for who loves Sport, **LCI**, the famous News information channel, running live and 24 hours a day, **PARIS PREMIERE**, the impertinent and cultural TV channel, **TF6**, the channel of exclusive fictions, cinema & music information, and of exclusive events, and last but not least, **AB1**, the truly family channel proposing best known series.

□ **THE « PLUG&PLAY » SIMPLICITY:** It is so simple to enjoy the DTT-TPS Bouquet on your Bravia LCD TV set: already bundled with the TV, the DTT-TPS Module (including the TPS subscriber smartcard) goes straight into the Common Interface connector, so called PCMCIA, located at the rear of the TV. You simply have to switch on your TV to immediately enjoy the quality and the diversity of the programs.

□ **THE SUBSCRIPTION SIMPLICITY, THE LIBERTY OF CHOICE:** Because TPS wishes that people subscribe by themselves, not by obligation, 3 months are offered, totally free and without any commitment, to enable anyone to discover the programming offer. It is only towards the end of the discovery period that you are free to subscribe with a simply phone call (*price of the DTT-TPS offer, including module: 24.90€ / month, excluding TPS access fee of 40€*).

□ **THE PROTECTION OF THE CONTENTS:** TPS uses VIACCESS conditional access system to offer the same level of security to both content right owners and subscribers as it does on satellite or over IP.

About Sony :

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the World's Leading Consumer Brands. Sony recorded consolidated annual sales of EUR 54.96 billion (yen 7,475 billion) for the fiscal year ended March 31, 2006 and it employs approximately 158,500 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.61 billion (yen 1,715 billion) for the fiscal year ended March 31, 2006, based on an average market exchange rate for the same period of yen 136 to the EUR. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 8.22 billion (yen 1,118 billion) for the fiscal year ended March 31, 2006.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>

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About Neotion :

NEOTION is a French high-tech company specialised in the digital television market. NEOTION designs, develops and deploys a wide range of products and services dedicated to both the consumer space, and the corporate customers involved in the Media business. In February 2004, NEOTION, through the acquisition of XEOLE, quickly became a major player of the MPEG-4 AVC video compression. In March 2004, NEOTION opened a subsidiary in Asia with office in Shanghai.

Then, in February 2006, NEOTION has successfully launched the credit card format Neotion Pocket dTV: the smallest MPEG-4 digital TV receiver in the World.

Its products are overlapping several booming Markets:

- the Market of secured digital transmission and reception,
- the Market of video compression and digital recordings for TV, PC and DVD,
- the Market of Home Networking and PC-TV Convergence

About TPS :

Launched in December 1996 in France, TPS is the satellite commercial broadcaster and distributor of a simple and comprehensive digital offering. Today, TPS is present in all networks (ADSL, DTT).

TPS also edits and broadcasts 9 exclusive movie channels as well as Multivision (pay per view), 4 youth channels, two sport channels and interactive services.

TPS's offering currently includes more than 200 channels, radios and services, as well as exclusive digital coverage of all the French national general-interest channels (TF1, M6...), the Premium channel TPS STAR as well as 12 movie channels, 14 youth channels and services, 308 English Premier League soccer matches per season, all German soccer Bundesliga, French League basket-ball matches on an exclusive basis and all international boxing matches promoted by the famous Don King, over 30 thematic channels (sports, music, discovery, entertainment...), a large choice of options, more than 60 international channels, radio stations with CD-quality sound and more than 60 interactive services received by all subscribers. Thanks to global deals with the most important majors (MGM, Paramount, Warner, Touchstone Pictures...) and through growing investments in French movie industry, TPS offers a large movie choice for all expectations.

Leader on technological developments since its creation, TPS is notably the first Pay TV Group to have launched its programs offer over ADSL in December 2003 with France Telecom (more than 13 millions potential homes mid-2006), then neuf telecom and Telecom Italia. TPS is also the first Pay TV Group in Europe to have launched a HD offer in February 2006, for the first time in the world in MPEG-4. Present on DTT since March, TPS leads a trial of TV on mobile with DVB-H norm.

Owned by the national broadcasters TF1 (66%) and M6 (34%), TPS registered 1 750 000 subscribers at the end of December 2005 (including cable offers and overseas satellite)