



current

For immediate release
27th February 2007

Virgin Media signs up Current TV and lets viewers talk back

Virgin Media has signed a deal to carry a UK version of *Current TV*.

Current TV, which is due to arrive on the Virgin Media TV platform in March, is the first television network for the internet generation. The channel provides a fresh perspective on a range of topics that matter most to its 18-35 year old audience, largely in bite size feature packages ("pods") submitted by viewers. Programming ranges from the hottest trends in technology, fashion, music and videogames, to pressing issues concerning politics and the environment to relationships and finance.

Up to 30% of the content on its US network is created by its viewers, making *Current TV* the first network to put viewers in command of what they watch, giving them the opportunity to talk back and share their views on issues that matter.

The signing of *Current TV* comes hot on the heels of recent content announcements with *Buena Vista*, *Alliance Atlantis*, *HBO*, *Warner Bros* and Virgin Media's launch of *Virgin Central*, a unique TV-on-demand channel offering which combines the simplicity of a traditional channel with the choice and control of next generation TV-on-demand technology. *Current TV* is another great addition to Virgin Media TV's line up of blockbuster content.

Steve Burch, President and CEO of Virgin Media, said: "*Current TV* puts viewers in control and hands them the reins. Our agreement with *Current TV* strengthens our content line up and demonstrates our commitment to giving viewers access to the best entertainment available."

Al Gore, Chairman of *Current TV*, added: "We are excited to bring Current's Viewer Created Content (VC²) to Virgin Media's line up and, with this agreement, hope to further an international conversation in which our young viewers will help create television programming that is current and relevant to them."

Current TV will be available free of charge as part of Virgin Media's Size: L and Size: XL packs.

Further major content additions are expected throughout the year.

To find out more about Virgin Media services, consumers can visit www.virginmedia.com or call 0845 454 1111.

Notes to editors

Virgin Media is an innovative and pioneering UK entertainment and communications business. For the first time consumers can get everything they need from one company - the UK's only quad play of TV, broadband, phone and mobile plus the most advanced TV on demand service available, the UK's first high definition TV service and V+, our high specification personal video recorder. We're the UK's most popular residential broadband provider, the largest virtual mobile network operator and the second largest provider of pay TV and home phone.

Virgin Media owns two content businesses - Virgin Media Television (VMTV) and sit-up. VMTV owns seven entertainment channels - LIVINGtv, LIVINGtv 2, Bravo, Bravo 2, Challenge, Trouble and Ftn - and is a 50% partner in UKTV which consists of ten channels including UKTV Gold and UKTV History. sit-up runs retail TV channels bid tv, price-drop tv and speed auctiontv.

ntl: Telewest Business also operates under the Virgin Media umbrella and provides voice, data and internet solutions to leading businesses, public sector organisations and service providers in the UK.

Virgin Media is the largest Virgin company in the world and has almost 10 million customers. To find out more visit www.virginmedia.com/presscentre

About Current TV

Current TV, which launched in the United States on August 1, 2005, is the first network created by, for and with an 18-34 year-old audience. It has developed the television industry's leading model of "viewer created content" (VC²), which comprises roughly one-third of Current's U.S. broadcast, and allows the audience to submit short-form, nonfiction video "pods", "viewer created ads" (V-CAMs), and mobile video. Its award-winning programming ranges from the hottest trends in technology, fashion, music and videogames, to pressing issues such as the environment, relationships, parenting, finance, politics and spirituality. Current will be available on BSkyB in March 2007. For more information, please visit the websites: www.uk.current.com

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