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## **Chellomedia Bags Five Awards at the Promax BDA Europe 2009**

**London, March 26 2009:** Chellomedia, the European content division of Liberty Global, bagged five awards for its creativity at the Promax BDA Europe 2009 Awards held in Prague this week. Chello Creative, Chello On Demand's on-air promo and design team clinched one gold and a silver, while Chello Multicanal, Chellomedia's Spain based business unit also won a gold and a silver award, and Chello Benelux's premium sports channel, Sport1 collected a gold in the following categories:

**GOLD Best On Demand Catch Up Promotion: Chello Creative**

How to order a movie? It's all in your hands.

**GOLD Something for Nothing: Chello Multicanal**

World Press Freedom Day, Odisea- documentary channel by Chello Multicanal

**GOLD Best Use of Library/Existing Music in a Promo: Chello Benelux**

April (08) Highlights Sorry: Sports1- premium sports channel by Chello Benelux

**SILVER Something for Nothing: Chello Multicanal**

International Women's Day, Canal Odisea

**SILVER Best Design in Promotion: Chello Creative**

UPC On Demand- A Modern Fairy Tale

All award winning entries were produced in-house by highly talented creative teams.

Niall Curran, the COO of Chellomedia said: "We are delighted to have received these honours at the prestigious Promax Awards. This recognition is largely reflective of Chellomedia's breadth of skills and its commitment towards achieving the best in creativity for its channel brands and the audiences.'

Promax Awards are regarded as the most prestigious for excellence in the industry and are recognition of creativity, quality and ingenuity.

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### **About Chellomedia**

**Chellomedia**, the European content division of Liberty Global, Inc. is a leading international media company & distributor of channels, content and video services. The division's operating companies and business units, currently own and operate 26 branded TV channels and run a suite of digital, On Demand and broadband services in Europe. The aggregate subscriber base of the channels and its feeds reach 217 million homes\*. Chellomedia focuses its TV channel business globally through its 100% owned and operating company Chello Zone via channels such as JimJam, the leading international pre-school channel, Zone Reality, Zone Horror and the Extreme Sports Channel and regionally in Iberia through Chello Multicanal, in the Benelux, where Chello Benelux operates the premium sports and movie channels Sport1 & Film1, and in Chello Central Europe where the bouquet includes Sport 1&2, the leading children's channel- Minimax, documentary channel-Spektrum and the joint venture channel MGM.

\*Consolidated (182 million) and non consolidated (35 million) channels, multiplexes and feeds.

### **About Liberty Global**

**Liberty Global** is the leading international cable operator offering advanced video, voice and broadband internet services to connect its customers to the world of entertainment, communications and information. As of December 31, 2008, Liberty Global operated state-of-the-art networks that served approximately 17 million customers across 15 countries principally located in Europe, Japan, Chile and Australia. Liberty Global's operations also include significant programming businesses such as Chellomedia in Europe.

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