

News Release

Press enquiries Peter Blatchford +44 (0) 1189 637615 email: pete@starfish.tv

Starfish subtitles MTV Networks International Service

MTV choose 'EnVision Live' from Starfish - an innovative system to subtitle its International service to Portugal

Reading, UK, June 2008...Starfish Technologies has supplied MTV Networks International with an innovative solution to enable regionalised subtitling for MTV Networks International distribution.

The system decodes Teletext closed captions and displays them as open (burnt-in) subtitles in real time. This allows the standard network feed that is transmitted internationally to contain a number of international language subtitles, all hidden from general viewing, which the Starfish system decodes and displays only the language that is appropriate for that region.

The new system is called EnVision Live and is based on Starfish's successful EnVision Open caption system.

Peter Blatchford, Director of Sales and Marketing at Starfish commented "MTV's idea for the service was innovative and fitted well with our technology capability. We were delighted to be chosen to supply the system".

Mikhail Tokarczyk, Project manager Broadcast Technology for MTV Networks International added, "Starfish showed impressive dedication to solving unique problems for a difficult implementation".

In addition to its wide range of captioning and subtitling technology, Starfish offer a number of solutions for regionalised advertisement and programme insertion.

Peter Blatchford added "EnVision Live is an affordable, fully automated system for providing regionalised content and adds a further option to our range of Regional Insertion Systems."

ENDS

About MTV

About MTV Networks International

MTV Networks International includes the premier multimedia entertainment brands MTV: Music Television, VH1, Nickelodeon, TMF (The Music Factory), VIVA, Flux, Paramount Comedy, Comedy Central, Game One, and digital properties Gametrailers, Shockwave, XFire, Neopets, AtomFilms and AddictingGames. MTV Networks' brands are seen globally in 519 million households in 162 countries and 33 languages via 154 locally programmed and operated TV channels and more than 300 digital media properties. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing & merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom Inc. (NYSE: VIA, VIA.B).

About Starfish Technologies

Starfish offer a range of innovative and cost-effective technologies for Regional Insertion Systems, Closed Captioning and Subtitling, Audio Description, Scheduling, and Teletext.

Starfish has developed a complete task-management system for Subtitle and Audio Description workflow and have a successful track record of media management project design and implementation. Starfish Technologies is an ISO 9001 registered company.

Further product and press information can be obtained at www.starfish.tv