



Game Network Press Release

Game Network viewing figures in UK issued

Barb Television Audience, a British company that specialises in measuring British television audience sizes, certifies Game Network TV channel has more than **610,000** unique viewers a week on average in **the UK only**.

March 18th 2003 – In the UK, **Game Network**, the Digital Bros Group's digital TV channel entirely dedicated to the world of videogames, has an average weekly audience of more than **610,000** viewers.

This figure has been certified by Barb Television Audience, a leading UK company in the recording of viewing figures of British TV channels. It relates to the third week of February 2003 and provides proof of the growing interest on the part of British viewers in the only interactive European TV channel entirely dedicated to videogames. Barb Television Audience will provide **Game Network** with a weekly report on television audience data fully representative of households across the whole of the UK.

In the coming months, **Game Network**, which broadcasts 24x24 via satellite in all European countries, expects to see a marked increase in the European viewing figures mainly thanks to the launch of a new range of interactive programmes. In December **Game Network** launched new programmes and quiz games which directly involve the viewers in real time by means of premium SMS messages.

In February alone, in the UK, **Game Network** received an average of almost 7,000 SMS per day. This is largely due to the success of the variety of programmes and applications such as game ranking, a real-time interactive quiz show and downloadable Java games for mobile phones.

The UK market represents a point of reference for the videogames market – it accounts for about than 50% of total turnover in Europe; the total UK leisure software sales grew again in 2002 to reach £ 1,081 millions (Source: Screen Digest) – and for digital television. At 37%, the United Kingdom has the highest digital TV penetration rate in proportion to the total number of households while Bskyb number subscribers hit 6.6 million.

“These figures were issued by Barb, an authoritative company, and show that **Game Network** is increasingly a leading influence for European video gamers”, said **Sem Moioli, President of Game Network**. “Last December, Game Network launched new programming schedules which concentrate on interaction and fun. We believe that they will help expand our channel's user base in Europe providing the whole videogame industry with an high quality link to the mass market audience”

Games Network is the digital TV channel entirely dedicated to the world of videogames and Multimedia Entertainment. It broadcasts 24 hours a day via satellite in Europe. In Italy it can be seen by D+ and Stream subscribers while in the UK it can be watched by BSKYB subscribers. Game Network is also the brand used by the Group for its on-line pay per play gaming activities. The **Digital Bros** Group has been listed on the New Market since October 20, 2000. It is one of the first companies in Europe to offer a complete range of Digital Entertainment produced and distributed on-line (Internet), on-air (Digital Satellite TV) and off-line (sale of multi-media products to retailers).

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