



Press Release Digital Bros SpA – Wireless Services Europe

**Interactive Television: Game Network signs agreement with Wireless Service Europe.**

**Launched in Italy multiplayer interactive games that allow interactivity between mobile phones, videogames and digital television**

**Milan, 4th April 2003** - Game Network, the digital TV channel entirely dedicated to the world of videogames and part of the Digital Bros Group, has signed an agreement with Wireless Service Europe.

Thanks to this agreement, Game Network viewers will have access to interactive multiplayer formats developed by Wireless Service Europe that enable the use of the mobile phone as a joystick.

These games, developed in order to use the mobile phone as a game peripheral, will be based on real time interaction, via SMS, between mobile phones and TV programmes. The services, that will be offered to Game Network viewers, will initially include trivia games, quiz, crosswords and other interactive games that will guarantee a full involvement of television viewers in innovative multiplayer games.

Sem Moioli, Game Network president, commented:

“The agreement with Wireless Service Europe will allow us to expand our portfolio of interactive programmes with multiplayer games based on an extremely innovative concept, capable of involving many users at the same time. Based on our data, the interactive programmes based on SMS, launched in 2002, have been positively accepted by our viewers: only in United Kingdom, where we count an average certified audience of more than 610.000 viewers a week, we receive more than 5000 SMS per day”.

“This partnership with WSE and Game Network represents the next step in the evolution of the gaming industry, with the convergence of television, gaming and mobile communication industries”, Andrea Risa, Director- Business Development of WSE enthuses. Rainer Leinonen, Senior Vice President/COO of WSE added: “This partnership with Game Network. will allow us to have, thanks to the television media, one of the widest offers of interactive games for the European market. Today we are able to present the viewers with a real arcade gaming show based on entertainment and interactivity.

## **Background**

### **Wireless Services Europe**

**Wireless Services Europe Ltd.**, (WSE) is a dynamic company whose mission is to empower a society that utilizes the full potential of mobile communications combined with innovative mobile Value Added Services. The company leverages GSM knowledge with a strong and diverse competence on Media, R&D and Application Development. WSE, with business office in Helsinki and affiliate offices in London, Singapore and Philippines, acts as an application and content developer for Media Companies and GSM operators. The WSE group has customers in 10 countries around the world.

**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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#### **Game Network**

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