



ASX/Media Release

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MobileActive Launches New Interactive Platform for Broadcasters

Key Points

- **MobileActive's Mobile Embrace Business – to – Business division launches Interactive Broadcast Platform (IBP) for Australia and New Zealand**
- **IBP enables broadcasters and media companies to deliver interactivity into a live environment and to drive viewer engagement via new channels**
- **IBP is available across mobile devices, app stores, mobile web and traditional web**
- **IBP offered as a fully managed service or as an SDK**

MobileActive Limited (ASX: MBA), Australia's leading independent mobile phone content, interactive services and technology company, today announced the launch of its new mobile voting platform for broadcasters - Interactive Broadcasting Platform (IBP) - via its Mobile Embrace Business-to-Business division.

The launch is part of the exclusive technology licence and commercial partnership it has with the UK's leading integrated mobile and digital communications business Mobile Interactive Group (MIG) for Australia and New Zealand (ANZ). Overnight MIG has announced integration of Interactive Broadcast Platform with Facebook (see below for full release).

Interactive Broadcast Platform (IBP) has been designed to act as a supplementary channel for viewers to interact with consumer content and vote on live television shows. IBP provides viewers with a rich and engaging live show experience.

The platform accommodates various price points to suit different broadcaster requirements. IBP's unique architecture means the platform is available across a range of smartphone app stores, mobile web and traditional web, enabling optimal viewer interactivity.

All communications are delivered via SSL (Secure Socket Layer) encrypted API's to ensure user security.

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IBP's other features include interactive real-time voting, 'play along' formats and competitions, watch live feeds and highlights, social media plug-ins and premium interaction and unique in-app payment and crediting mechanism.

IBP enables broadcasters and media companies to produce a customised, live voting and content experience for all relevant programs and shows whilst growing viewer participation and loyalty across millions of mobile consumers.

MobileActive's Business-to-Business division, Mobile Embrace, sits alongside its Mobile Entertainment Retail (MER) and RingRing Studios (in-house mobile content production, licensing and distribution) units.

MOBILE INTERACTIVE GROUP INTEGRATES INTERACTIVE BROADCAST PLATFORM WITH FACEBOOK®

Launching real-time voting and new production formats on a global scale

Enabling participants to purchase votes using 'Facebook Credits'

Provides broadcasters with access to more than 500 million Facebook users worldwide

London and Cannes – 4th April 2011 – Mobile Interactive Group (MIG) today announces the integration of its Interactive Broadcast Platform (IBP) with social platform Facebook, enabling more than 500 million users* to interact and vote worldwide.

Having worked with Facebook and various broadcasters over recent months, MIG has successfully integrated the IBP with Facebook, giving fans of some of the world's most popular participation TV shows the ability to place real-time votes, enter polls, and competitions (sweep stakes) using their Facebook Credits (Facebook's virtual currency).

Rob Weisz, Commercial Director, MIG said, "We launched our Interactive Broadcast Platform (IBP) this January and the platform has already proven to be hugely successful for Sky's 'Got to Dance', enabling viewers to participate and vote via mobile internet and apps. The integration with Facebook Credits provides a fully compliant and secure way for broadcasters and production companies to deliver interactivity into a live environment and to drive viewer engagement via new channels.

"At present we're having strategic discussions with a number of key international broadcasters and other businesses and expect to make some significant announcements for prime time shows in the coming months."

How does it work?

It's simple - for example, fans of a participation TV show would access the show's Facebook Page, here they can purchase votes using Facebook Credits, view the show contestants and 'vote' for their favourite act to stay in the show in real-time. The IBP has been designed to integrate into existing Facebook Pages through a simple SDK. This integration enables a real-time feed of voting statistics into the broadcaster's production environment, allowing the broadcaster to count the votes for the show, ensuring all votes are fully auditable, secure, and compliant and collected within the voting window.

Having worked in the media industry for some years now, MIG has an in depth understanding of broadcast requirements. IBP's unique architecture means the platform has been built to facilitate the largest interactive formats in the world. The platform is available across a range of smartphone apps stores; mobile web and traditional web; can accommodate various price points to suit different broadcaster requirements and is available as a fully managed service or through an SDK.

Additionally MIG announced an exclusive three year partnership with ITV continuing their five year relationship and a two year contract renewal with FIVE in January 2011.

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About Mobile Interactive Group

Mobile Interactive Group (MIG) is a global integrated mobile and digital communications business and is the fastest growing privately owned technology company in the UK and EMEA.

Comprising a unique combination of services, MIG specialist disciplines include mobile technology and services provision; mobile billing, messaging and mCommerce; mobile advertising and marketing; multi channel digital solutions; the design, build and publishing of mobile internet sites and applications, and user experience design.

All platforms, products and applications are developed in-house and are MIG's proprietary technology. We currently serve multiple sectors including Technology Providers, Retail, Mobile Network Operators (MNO), Media, Broadcaster & Entertainment, Financial Services, Public Sector and Government Agencies, FMCG, Original Equipment Manufacturers (OEM).

We have over 300 clients including PlayStation, New Look, M&S, O2, Vodafone, ITV, Sky, Barclaycard, MoneySupermarket, NHS, COI, Walkers, Tropicana, Nokia, Samsung and more.

Whether your objectives are to drive customer acquisition, increase brand awareness, or encourage consumer engagement and participation - MIG can get involved at variety of levels to achieve the desired results across all mobile and digital channels. Innovation, technology, creativity and passion remain core to everything we do and we aim to help our clients understand the benefits of adopting a fully integrated, cross platform communications strategy.

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** Facebook statistics are updated frequently. The latest can be found here:
<http://www.facebook.com/press/info.php?statistics>*

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About MobileActive Limited

MobileActive Limited (ASX:MBA) is Australia's leading independent mobile phone content, interactive services and technology company across business to consumer, business to business and production and licensing.

The company engages consumers through mobile building reach, value and loyalty for its brands and the businesses and brands of its clients and partners.

The company develops, aggregates, markets and distributes a large and diverse range of mobile phone content and interactive entertainment including applications, games, video, music, graphics, information, text, rewards, user generated content, quiz & challenge, social gaming and social networking.

The company provides interactive services and technology including mobile marketing, mobile internet and applications publishing and development, mobile asset management, m-commerce, mobile messaging, mobile membership, loyalty & reward and mobile advertising.

MobileActive operates three divisions: **Mobile Entertainment Retail MER** – direct to consumer sales, marketing and distribution; **Mobile Embrace** – business to business interactive product, services and technology; **RingRing Studios** - mobile content production and global inbound and outbound licensing and distribution.

For more information see www.mobileactivecorporate.com

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