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NBC Universal, MobiTV in First Ever Wireless Deal for Full Length Primetime

And on-demand programming

NBC Universal and MobiTV have announced a breakthrough deal by which they are to make full-length primetime on demand programming available over US wireless networks. The two companies will also offer select short form programming from Bravo, SCI Fi Channel, USA Network, Telemundo and mun2, on five ad-supported channels. "This is an extraordinary partnership with MobiTV and we're excited to be the first major network to offer our viewers wireless access to their favorite primetime shows on demand," commented Jean-Briac (JB) Perrette, president, NBC Universal Digital Distribution. "In addition, this groundbreaking deal with MobiTV will create another platform for NBCU's partner advertisers to reach their audience." Users will be able to access full episodes of select primetime shows starting from \$1.99 per 24-hour viewing time, but the rates may be changed by participating wireless carriers. A wide selection of current seasons of NBCU shows will be offered, including 'The Office', 'Heroes' or 'Battlestar galactica'. Ad-supported on demand shows will also be available at no additional charge aside from the MobiTV base subscription channel package. The package includes NBC's 'Friday Night Lights', 'Shear Genius' and 'Work Out'. "As part of the original cast of network trendsetters who played a role in the launch of the MobiTV service back in 2003, we are honored **NBC** Universal chose to partner with MobiTV again, setting new trends in mobile content delivery by offering this top rated, full-length primetime programming," said Jeff Barte, vice president content and programming for MobiTV. Moreover, Telemundo will be the first to offer full-length episodes of telenovelas such as 'Pasion de Gavilanes' and 'Decisiones', so with the wide variety of shows that MobiTV is currently offering, the vast majority of users will find a show to their liking. The new channels will debut on the **MobiTV** service in the second quarter of the year.