

# Tele2 and Rubberduck launches Mobile TV services in Estonia

**Rubberduck Media Lab, a leading provider of white label mobile TV services, has now launched a comprehensive mobile TV service in Estonia for Tele2. Rubberduck is a subsidiary to the stock listed Aspiro group, which is the Scandinavian market leader within mobile services.**

With this agreement, Rubberduck will manage Tele2's Mobile TV initiatives in Estonia. Tele2 is one of the leading mobile operators in Estonia. The managed service includes complete administration of this service by Rubberduck which includes content sourcing, portal development and maintenance. The hosted service will use Studio:1; the technical backend solutions from Rubberduck.

The users will have access to local as well as international video content such as Estonian news from ERR and Kanal2 and entertainment from Lastekas, MTV and more. The majority of the content will be free to use provided that the users will have a data subscription package. The service will be available both in Estonian and in Russian.

*– It is my pleasure to announce this partnership with Tele2. Users of this service will be able to watch popular regional content and a wide array of international content, which will be continuously sourced as a part of the agreement. This is our second managed service in the Baltic Region, an important growth region for us, states Miguel Silva, Director Sales and Marketing of Rubberduck Media Lab.*

## **For more information, please contact:**

Ann Charlotte Svensson  
Head of Corporate Communications and IR  
Tel: +46 709 91 80 10  
e-mail: [anncharlotte.svensson@aspiro.com](mailto:anncharlotte.svensson@aspiro.com)

Miguel Silva  
Director Sales and Marketing, Rubberduck  
Tel: +47 951 31 604  
e-post: [miguel.silva@rubberduckmedialab.com](mailto:miguel.silva@rubberduckmedialab.com)

Aspiro discloses the information provided herein pursuant to the Securities Markets Act and/or the Financial Instruments Trading Act. The information was submitted for publication at 8.30 am on 9 October.

## **Rubberduck Media Lab**

Rubberduck makes tv and video work on all handsets. Based in Oslo, Norway, Rubberduck Media Lab AS is Scandinavia's leading mobile TV and video company providing services to Network Operators and Broadcast Companies across the world. The Managed Services of the company includes content sourcing and complete technical management of the Mobile TV Service and delivery channels. Other partners of Rubberduck include Telenor, Sonofon, MTV, Hi3G Sweden & Denmark, BBC, Elisa and Fox.

## **Aspiro in Brief**

Aspiro is the market leader in **mobile entertainment** in the Northern European region. Using Aspiro's services, users can do things like watch TV, listen to music and play games on their mobile phones. Aspiro's subsidiary Rubberduck has a world leading **mobile-TV** solution. Aspiro is also one of the leading players in **mobile marketing** and **mobile solutions** in the Nordic countries. Services are delivered to companies such as Telenor, TeliaSonera, Tele2, 3, NRK, BBC and Fox Movies. Aspiro was incorporated in 1998 and is a small-cap company listed on the OMX Stock Exchange in Stockholm. In 2007, Aspiro's sales were SEK 405 m and the company has some 150 employees. The head office is in Sweden with local presence in Norway, Sweden, Finland, Denmark, Estonia, Latvia and Lithuania.