



C E L L
INTERACTIVE TV

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Cell ITV makes TV4's "Cityliv" interactive

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On the 15th of February, two interactive applications are launched during the urban magazine program - "Cityliv" (Citylife). The program will be transmitted on TV4's regional digital frequency. By using the remote control, viewers are able to participate by stating their opinion in the question of the day and also access Cityliv's event calendar.

Cell Interactive TV has developed a program switch that activates on TV4 Digital's national channel a few minutes before Cityliv starts. The switch triggers the viewer to zap to the regional broadcasts of Cityliv.

"TV4 has decided to focus on interactive television and the applications that can be seen on "Cityliv" are a firm commitment to that vision. It is fun and exciting that we have reached a point from which we can take our first step into the future of digital television and where the applications will add value to the program", says Robert Olsson, Project Manager City Regions Digital Development.

During the program, viewers access another application - a menu allowing viewers to participate and have their say about the question of the day. Furthermore, the viewers can take part and get information from Cityliv's event calendar for Gothenburg, Stockholm and Öresund.

Cityliv is broadcasted on Tuesdays, Wednesdays and Thursdays at 7pm on TV4's digital frequency. The programs are produced and broadcasted from Gothenburg, Stockholm and Öresund and the content is mostly regional. Cityliv is also broadcasted to the rest of the country via digital terrestrial network.

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About Cell Interactive TV:

Cell Interactive TV is Scandinavia's leading consulting company for interactive services and e-commerce solutions for interactive TV. The company assists TV channels, platform operators, advertisers and manufacturers of set-top boxes in bringing the digital marketplace to the living room. Cell Interactive TV is a subsidiary of Cell Network (publ).

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