

BOXER CHOOSES POLOPOLY FOR DIGITAL TV PORTAL

Boxer, supplier of digital TV and interactive services, has chosen to use Polopoly's system for digital content and relationship management as the platform for its new digital TV portal, Boxer.tv. The Polopoly system will also be the platform for Boxer's website, Boxer.se, and the company's intranet.

Boxer TV-Access, the Swedish digital TV operator has now decided on a comprehensive approach to its digital content management. In order to more efficiently manage an increased client base, advanced digital services, simultaneous publishing in any number of channels (digital TV, web, intranet, etc) as well as personalized services, Boxer has chosen to invest in Polopoly's system for digital content management, publishing and customer relationship management, eCRM.

- The long-term strength of a system product is dependent on customers with strong ideas and far-reaching objectives. The convergence of different technologies means that it is no longer always possible to differentiate between what is television, the Internet or a newspaper. It is precisely for this reason that it is important to facilitate structured content management in a number of different channels - without increasing the work and costs involved. Boxer is an extremely interesting player that is active at the interface between the new technologies, explains Polopoly CEO Gustaf Sahlman.

- At the moment interactive TV is perhaps the single most exciting digital market, both from a consumer perspective and from a technical standpoint. The need for control and management is increasing apace with the new services and

content being integrated into Boxer's customer offer. The Polopoly system allows us to co-ordinate and manage our content both easily and cost-effectively in all our digital channels, comments Boxer CEO Anders Appelqvist.

The new digital platform will be launched in August.

About Polopoly

Polopoly develops platform independent systems for digital management of content and relationships that allow multi-channel publishing. Polopoly is based in Sweden. Customers include Dagens Nyheter, Göteborgs-Posten, K-World, KF, Boxer and Ericsson.

About Boxer

Boxer TV-Access AB offers households access to digital TV and interactive services by leasing out digital TV boxes through established retailers. Boxer also manages a portal for interactive services in a consumer friendly, low-cost package. Boxer is owned by Teracom and Skandia Liv.

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