

TELETOON Launches Video On Demand And Mobile TV Services

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TELETOON, Canada's only all animation network, is taking some of its most popular Canadian cartoons to viewers where and when they want them with the launch of two new digital services, Video on Demand (VOD) on April 27 and Mobile TV on May 15.

Building upon the recent re-branding of the network, the expansion positions TELETOON as a future leader in the move towards fully integrated digital content. TELETOON now offers a more flexible and far reaching suite of services from traditional broadcast, across VOD and Mobile TV to the wildly popular teletoon.com.

"We are extremely excited about the possibilities these new platforms present for TELETOON, our viewers and our partners," said Len Cochrane, President. "TELETOON is up to the challenge of delivering our programming on a full spectrum of platforms and we look forward to working closely with our strategic partners to wholly take advantage of future developments in digital technologies."

On April 27, TELETOON offers 50 shows, parceled as ten unique bundled packages, to Shaw Digital Television subscribers on Shaw Video On Demand, this will increase to 20 bundles by the end of July. On the same date, four free TELETOON shows are available On Demand to Rogers Digital Cable customers. On May 15, TELUS wireless customers across Canada can watch their favourite TELETOON cartoons on TELUS Mobile TV™, available in both English and French. The services will be expanded to additional affiliates in the coming months.

TELETOON is increasingly committed to ensuring its programming is available to audiences everywhere. To take advantage of future opportunities presented by new technologies and to forge strong links with new partners, the network has created two new positions. Mary-Anne Taylor joins TELETOON as Director of Affiliate Relations and Natalie Langlois has assumed the role of Project Manager, New Business Development. Along with the expansion of VOD and Mobile TV, the network will begin to offer full-length TELETOON episodes and exclusive content through a dedicated store front on teletoon.com in the summer of 2007.

TELETOON is Canada's first and only 24-hour-a-day animation station, and is intended for both children and adults. With English and French language services, the network offers viewers classic cartoons and new animation from Canada and around the world. Founded in 1997, TELETOON is owned by Canada's Astral Media Inc. (50%), and Corus Entertainment Inc. (50%).