

August 25th, 2005
Interactive Program Guide Inc.
Tokyo News Service Ltd.

Re: New EPG Data for Terrestrial Analog Program Guide

Commencing August 25th (Thu), Interactive Program Guide Inc. (“IPG”, based in Chuo-ku, Tokyo, President: Yoshio Takada) and Tokyo News Service Ltd. (“TNS”, based in Chuo-ku, Tokyo, President: Tadashi Okuyama) will start operation of New EPG Data for terrestrial analog G-GUIDE, service provided by IPG, for the purpose of enhancing the quality. (*The new data will automatically be reflected in the program listings starting on the 8th day (program listings for Sep. 1st), without users needing to adjust any settings.)

G-GUIDE is a program guide service provided by IPG within Japan, based on electronic program guide (EPG) technology “G-GUIDE”, in which Gemstar-TV Guide International, Inc. owns intellectual property rights.

Currently, G-GUIDE is being broadcast through 30 stations nationwide, mainly TBS network.

Commencing 2003, IPG, collaborating with Megaport Broadcast Inc., started broadcasting combined G-GUIDE covering BS/CS110 digital broadcast programs and terrestrial analog programs as well as terrestrial digital programs for Tokyo, Osaka, Nagoya, Toyama regions in 2004 and Shizuoka region in 2005.

The New EPG Data jointly developed by IPG and TNS enhances usability of terrestrial analog G-GUIDE such as;

- (1) enhanced program title expression;
- (2) unified expression of program title and program detail for full 8 days;
- (3) immediate correspondence for full 8 days to information announced by the broadcasters;
- (4) improved assignment rate and accuracy of program genre; and
- (5) improved assignment rate and numbers of actors/actresses.

IPG and TNS hope to continue enhancing program information and provide users with a highly useful service.

[Contact]

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