



**PRESS  
RELEASE**

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**FOR IMMEDIATE RELEASE**

**fix8 Partners with Shanghai Media Group to Introduce a  
New World of User-Generated Reality with Auditions TV**

***Groundbreaking Interactive TV Solution Blends Virtual and Real Worlds  
To Support Viewer Participation Across LIVE and Taped Programming***

Cannes, France – MIPTV – April 16, 2007 – **fix8**, which recently introduced *User-Generated Reality*, a new media category that all started with its free downloadable software combining video, animation and Instant Messaging, today unveiled **Auditions<sup>TV</sup>**, a powerful platform for broadcasting high quality, real-time media to support interactive TV. Shanghai Media Group will offer interactive TV programming based on the **fix8** platform for youth markets across Shanghai cable networks.

With **Auditions<sup>TV</sup>**, the possibilities are endless. Designed for broadcast quality output, the software allows producers to select media content from thousands of users on the Internet and integrate it into LIVE or produced TV programming.

“Studies show that TV is losing viewers to the Internet,” said **fix8** CEO, Linh Duy Tang. “**Auditions<sup>TV</sup>** will bridge the gap by integrating TV, Internet and mobile technologies for audience participation across reality, talk, game and dating shows.”

**Auditions<sup>TV</sup>** is currently being used on Shanghai Media Group’s popular midnight talk show, Stay with You Till Dawn. The **fix8** platform enhances visual effects and audience interactivity. Shown on Channel Young, a lifestyle and fashion channel, Stay With You is the first UGC (User-Generated Content) program in China.

Shanghai Media Group (SMG) will also use **Auditions<sup>TV</sup>** to offer interactive content on IN STAR TV, an MTV-like Music Channel targeting high school students and youth markets across Shanghai. **fix8** will allow viewers to record funny video clips, which will be used to create a special subprogram within the show to air every weekend.

“This is the first time that TV audiences and Internet users come together to express their creativities LIVE by both video and audio streaming,” said Ms. Wang Huaqin, Executive Producer, SMG.

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Shanghai Interactive TV (SiTV), a member of SMG, will soon introduce a new interactive TV program based on **Auditions<sup>TV</sup>**. Viewers will participate in real-time from the Internet across various formats including talk shows, talent contests, games, shopping and auctions. The show, (name to be determined), will air on SiTV's Game Channel.

"Our network, fueled by demand for user-generated content, is the perfect venue for exploring all of the possibilities **fix8** has to offer," said Ms. Chen Ling, Director of Creative Production, Programming Department, SiTV.

Reality TV is only the beginning. **fix8** will soon expand **Auditions<sup>TV</sup>** to support an even wider variety of interactive TV (iTV) applications including Role Playing Games (RPGs), TV Blogs, TV Podcasts, TV Karaoke and TV Communities.

"**fix8** is taking iTV to a new level. Today, viewers want to applaud everyday people in the spotlight. **fix8** allows them to take the stage from home, work or the street. Imagine the way **fix8** will change TV auditions and talent searches," added Tang.

#### **About fix8**

**fix8** recently introduced *User-Generated Reality*, a new media category that all started with its free downloadable software combining video, animation and Instant Messaging. **fix8** is a FUN, creative new way of communicating and inspired **Auditions<sup>TV</sup>**, a powerful platform for broadcasting high quality, real-time media to support interactive TV. Developed in response to rapid growth in video sharing, social networking and user-generated content, **fix8** is the future of communication. **fix8** is a division of Mobinex, Inc. Cr8 – ReI8 – Communic8. [www.fix8.com](http://www.fix8.com)

#### **About Shanghai Media Group**

SMG is one of the world's most powerful and influential Chinese-language media and entertainment groups, with radio and TV as its core business. SMG produces TV and radio programs in news, entertainment, sports, finance, music. It also produces TV series, documentaries and cartoons. SMG is building up its archive with copyrighted contents. It aims to become a major producer, distributor and provider serving the Chinese-speaking communities worldwide. [www.smg.sh.cn/english/](http://www.smg.sh.cn/english/)

#### **About MIPTV 2007**

Visit fix8 booth #LR1.03 to see AuditionsTV at MIPTV, the world's most comprehensive television and digital content conference, from April 16-20, 2007. [www.miptv.com](http://www.miptv.com).