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UEFA announced partner alliance to deliver live Internet video service to broadcasters

UEFA today announced the appointment of NTT Communications and Delta Tre to develop UEFA's Live IP Video service.

The Live IP Video project is being developed as part of UEFA's ongoing efforts to provide the best service to the broadcasters who need assistance in developing simultaneous live Internet broadcast of football games. With this service, for the first time ever, global football fans will be able to watch football matches live on their computers equipped with broadband connection accessible from broadcasters' websites.

The service will start during the 2006/07 UEFA Champions League season and will be able to serve up to 50,000 concurrent live video streams for broadcasters. It will enable Internet users to access and watch football over the Internet live and uninterrupted on their PC equipped with the correct bandwidth Internet connection.

The Live IP Video project is coordinated by UEFA Media Technologies, a fully owned subsidiary of UEFA, and will be developed by a partner alliance consisting of NTT Communications and Delta Tre. Security and billing solutions will be provided by Entriq.

"We are very excited to be at the forefront of the Video over IP developments. With our partners, we are fully confident that we can provide the highest possible level of service delivered to our broadcasting partners, and therefore ultimately to football fans across the world. The capacity to watch football matches live over Internet will provide our broadcasting partners with considerable added value to their broadcasting rights, said Alexandre Fourtoy, CEO of UEFA Media Technologies SA.

"NTT Communications' continuing involvement with UEFA through this live Internet video service is a great example of our commitment to lasting and productive client solutions," said Weynand Kuijpers, Vice-President, NTT Communications. "This is a truly groundbreaking project which promises to provide football viewers with unparalleled opportunities to watch football when they want in a quality format that is completely accessible."

"As technology advances and consumer habits change, we are constantly challenged to develop new solutions to service an evolving marketplace," said Giampiero Rinaudo, CEO of Delta Tre. "The Live IP Video service builds on our long-standing relationship with both UEFA and NTT Communications to offer yet another innovative solution to the market, and we are delighted to be involved in such a project."

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"We are extremely pleased to be working with Delta Tre and NTT Communications to provide UEFA's broadcasters with a reliable worldwide platform for securely distributing their high-value football content online. With our platform, we are able to provide sporting bodies like UEFA with the ability to manage and protect their content while enforcing strict geographic policies that conform to broadcaster rights. Our involvement is indicative of how the broadcasting market is changing as broadband proliferates," said Jan Steenkamp, CEO of Entriq.

UEFA Media Technologies, SA is the service company created by UEFA to provide all technology solutions, content solutions and assistance to ensure the development of European football, explore and exploit all opportunities in the new media world and assist the football family in their technology developments. It produces content around UEFA rights and properties, develops added value and assist in commercial opportunities in UEFA's rights exploitation. More information can be found at <http://www.uefa.com>

NTT Communications is one of the world's largest operators of Web sites for businesses and a leading provider of global IP solutions. The company offers businesses a broad range of Internet services, including Web hosting, high-end dedicated access and managed service offerings. NTT Communications supports its operations with highly reliable and scalable global infrastructure and systems including the NTT Communications Global IP Network, and provides business technology solutions to customers in more than 146 countries.

More information can be found at <http://www.verioeurope.com>

Delta Tre is UEFA's application development partner for many of its technology needs. As well as providing application development support for the Live IP Video services, it also works with UEFA on many other projects, such as on-screen graphics, Content Management Systems, UEFA Digital Video Library. For more information visit <http://www.deltatre.com>

Entriq Inc. provides a full, end-to-end solution to secure and monetize premium video and audio content for broadband, mobile and IPTV consumers worldwide. Entriq's products and services give content and service providers the complete tools needed to manage and protect valuable media assets they wish to track and/or sell. For more information visit <http://www.entriq.com>