

XTREME LAUNCHES EXCLUSIVE SUBSCRIPTION TV SERVICE!

WE'RE DELIGHTED TO ANNOUNCE THAT OUR SPOT VERIFICATION SERVICE FOR SUBSCRIPTION TV (STV) IS NOW AVAILABLE TO THE MARKETPLACE

Xtreme has won the exclusive rights to monitor, reconcile and validate the placement of advertisements on STV in a three year deal with Multiview, a wholly owned subsidiary of MCN, the media sales house for most Foxtel channels.

Xtreme will be providing back to the STV industry a wealth of research and advertising data that will give it an even better ability to respond to their customers' needs. We will also be acting as Multiview's exclusive sales agent of the STV spot content to advertisers and their media agencies.

Our service will launch with data for 24 channels and will grow to around 48 channels by the end of this year. Advertisers and agencies will be able to access their spot data either through our Xtreme Tracker website or by us delivering the data in a suitable format, eg BCC.

While the global financial uncertainties have put pressure on almost all Australian media revenues - including Free to Air television - STV revenues continue to grow steadily every year, and within 5 years we estimate that STV will attract more ad dollars than Regional TV. It therefore makes

sense for advertisers and their media agencies to track their STV placement every bit as carefully as they do for their Metro and Regional activity.

For further information about this service please contact **Paul Morgan** on **0425 248595**

