

SkitterTV Press Release

Media Contacts: Laura Tanner
VP Marketing, Skitter.TV
laura@skitter.tv
404.627.4481

Skitter, Inc. Partners with NTTC to Provide TV Content Licensing to Telco's

FOR IMMEDIATE RELEASE: September 28, 2009 (Atlanta) — Skitter, Inc. and the National Telco Television Consortium, LLC, (NTTC) today jointly announced a partnership to provide content licensing, programming services and marketing support to telecommunications service providers using the Skitter.TV video platform. NTTC will work with Skitter.TV customers to help secure both national and local broadcast and cable content licensing, advise the service provider on TV channel line-up packaging for their unique market demographics, and provide pre- and post-deployment marketing assistance.

The partnership will further Skitter's commitment to helping telephone companies go to market with broadband TV services quickly with less risk and cost, according to Robert Saunders, Skitter president and co-founder. "One of the biggest hurdles to a profitable telco TV business model is the cost and complexity of securing content. What NTTC brings to the table complements and extends our strategy to provide the telecommunications industry with the fastest broadband TV deployment at the lowest risk and cost," Saunders said. "With NTTC, Skitter can offer service providers not only access to competitive rates for national broadcast TV and cable programming, but also expert assistance in negotiating local TV rebroadcast licenses and developing attractive entertainment packages to offer their customers."

NTTC believes its partnership with Skitter will accelerate successful entry into TV-over-IP for telephone companies, according to William Shepherd, CEO and President for NTTC. "Our role in IP content licensing helps overcome a paramount task for new operators, while the Skitter.TV platform provides a time-to-market advantage that gets telco's into the entertainment services business faster--with more content options-- than many of the solutions we've seen in the past," Shepherd said. "Also, access to more and new viewers is good news for content providers, which positions us to negotiate the best rates possible on entertainment content for the telco. The combination of a scalable video platform, an extended reach for content owners and more households passed for NTTC is really a win-win scenario for everyone."

About NTTC

NTTC is a member organization that provides national broadcast and cable TV content licensing, broadband affiliation programming rights, as well as negotiation assistance for local TV rebroadcast rights. The organization also assists members with entertainment packaging and marketing advice, and consulting services for effective deployment strategies. NTTC currently serves more than 50 member systems passing more than two million U.S. households. For more information, visit www.nttc.tv.

About Skitter.TV

Skitter.TV™ is video technology to encode, configure, deliver and monetize converged TV services. Skitter.TV provides a broadband TV experience on computers, televisions, mobile devices and gaming consoles. The end-to-end video platform includes head-end hardware and software for integrated Web video, linear cable network and broadcast TV, and video-on-demand content, delivered over IP via DSL, fiber optics or wireless networks.

(more)

Skitter.TV's end-user software and program guide offer consumers premium-quality high definition (HD) or standard definition (SD) multiscreen video service that combines live and on-demand content in a unified, remote-control-driven environment.

About Skitter, Inc.

Skitter is a converged media technology startup based in Atlanta, GA. Its founders have a combined experience base of more than 50 years in computing, telecommunications and Internet technology and more than 30 years in video technology, including numerous patents in video compression. For more information, visit www.skitter.tv.