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Five and Top Up TV announce new strategic relationship

Five has reached an agreement to take a strategic investment in **Top Up TV's** business, it was announced today (FRI).

This will enable both parties to explore and develop a number of free and pay services on Freeview and other platforms including Five's plans to launch further free-to-air channels.

Five is confident that this relationship will present a number of opportunities to launch new free-to-air services during the course of 2006.

David Chance, Top Up TV Chairman, said: "We have an excellent relationship with Five and extending it in this way is a natural next step for our continued growth."

Jane Lighting, Five's Chief Executive, said: "I am delighted that we are building on our relationship with Top Up TV which we believe will be beneficial to both parties and to the Freeview platform. We will announce more details in the New Year."

The level of the strategic investment will not be disclosed.

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Five was launched in 1997 as the fifth and final terrestrial channel. Last year Five attracted an average audience share of 6.5% with a broad based schedule.

Top Up TV launched in March 2004 and offers 11 extra channels, including UKTV Gold, Discovery Channel, Cartoon Network and British Eurosport, to Freeview viewers for £7.99 per month with no annual contract.

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