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Press Release

New Top Up TV Advertising Campaign

Top Up TV launches its new autumn TV Advertising campaign on Monday 19th September. The ad, using the strapline 'Top Up TV - it's what the slot's for!' features a family thinking of other uses for the set top box slot, before Terry Wogan clearly tells them that the slot is for Top Up TV.

The ad forms part of Top Up TV's multi-million pound Christmas Marketing campaign. The ads will initially air on Freeview channels, with other channels being added later in the season.

Matt Seaman, Top Up TV's Sales & Marketing Director commented 'Latest research shows that Top Up TV has over a 90% awareness in Freeview households. This campaign is designed to remind both Freeview and potential Freeview customers that they are able to receive a further 11 quality channels through their aerial for just £7.99 a month with no annual contract.'

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Note to Editors:

Top Up TV launched in March 2004 and offers 11 quality channels - UKTV Gold, British Eurosport, Cartoon Network, Discovery Channel, TCM, Discovery RealTime, UKTV Style, Boomerang, UKTV Food, Toonami & Bloomberg, all for just £7.99 per month plus a £20 connection fee, with no annual contract - Top Up TV customers simply pay on a month-to-month basis.