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Press Release

Channel 4's 4iP invests in AudioBoo

4iP, Channel 4's ambitious project to kick-start a wave of new investment in public service digital media, today announces the launch of one its first projects, AudioBoo.

Launching in beta form on January 26th 2009, AudioBoo is an iPhone application, website and API which will allow users to record and share audio from their mobile phones. Conceived & developed by Best Before Media, AudioBoo will use geo-location data to provide individuals, local groups, institutions and commercial services with a set of tools to easily record audio – be it conversations, walking tours or local services – and upload it to the internet.

Mark Rock, CEO of Best Before Media, said: "Sharing photos and video online has become common place, but to-date no one has created a similarly effective service for creating and sharing the spoken word in digital form. The launch of AudioBoo means for the first time whole heaps of memories, eye-witness reports, reviews, personal testimony, advice and hyper-local information will be available to anyone who wants it in a way that hasn't been possible before."

Dan Heaf, Digital Commissioner for 4iP, said: "The exciting thing about AudioBoo is that it's an open platform to ignite the creativity of both users and developers. With a simple mobile application we're putting the power of local broadcasting into everyone's pocket creating a range of exciting possibilities to use audio content to provoke, inform and entertain."

AudioBoo will use keywords and location tagging to make it quick and easy to find relevant information of interest or nearby as well as using the built in camera to attach photos to the audio. Using user id and geo-tagging it can also ensure that each piece of audio submitted is easily identifiable by who made it, where it was made and what it is about.

Dan Heaf added: "When we launched 4iP last year our ambition was to help identify projects that would deliver public value through the innovative and creative use of digital media as well as supporting the development of creative digital talent throughout the UK. AudioBoo is one of the first projects to

receive investment via 4iP and is achieves both these objectives. As an application built for the mobile web, AudioBoo will take advantage of the explosive growth of the mobile applications industry, recognising a growing user demand for digital services away from the PC on the move. By enabling the public to use audio content in a completely different way I believe that AudioBoo will become a tool that enables users to innovate and cause trouble, championing alternative voices and fresh perspectives in a digital world.”

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Notes to Editors

About 4iP

4iP is a £50 million creative pilot fund that aims to re-invent how publicly-valuable content is conceived, funded and delivered on new media platforms. The project, first announced as part of Channel 4's *Next on 4* strategic blueprint, is a collaboration between Channel 4 and a series of regional development agencies and funding partners around the UK.

4iP combines funding from Channel 4 with financial contribution from a range of partner organisations, including key regional development agencies, and has set up commissioning hubs in Scotland, Yorkshire and the West Midlands.

Submissions can be made to 4iP via its website, www.4ip.org.uk, and all proposals will be considered as long as they support truly creative use of digital media and demonstrate genuine public value. 4iP's editorial focus is on working with the best talent from around the UK both individually and within digital production companies.

About Best Before Media

Best Before Media is an innovative media technology company founded by Mark Rock, ex co founder of the PlayJam interactive TV channel. Best Before Media develops audio & video toolsets that can be used to create the next generation of content for broadcasting - whether that's on mobile, the web, local or good old fashioned TV. The core technology designed over the past 3 years is now being spun into a variety of toolsets designed for any market that needed swift and economic routes to market.

<http://bestbefore.tv>