



## **International**

For Immediate Release

### **National Geographic Channels International Acquires 25 hours of High Definition Programming from Rainbow Media**

**Washington, DC, January 31, 2006** – National Geographic Channels International (NGCI) announces the acquisition of 25 hours of original programming from VOOM's extensive HD catalogue as part of its continuing HD roll out.

"We are delighted to partner with Rainbow Media Holdings & ID Distribution. It is a valuable step forward as part of NGCI's commitment to expanding our global HD content," said Sydney Suissa, Executive Vice President of Content, NGCI.

ID Distribution (IDD) the exclusive international distributor for Rainbow Media concluded the distribution deal with NGCI. "NGCI has a robust global reputation, and Rainbow owns the largest and most diverse suite of HD channels worldwide," commented Sandy Miles of IDD. "This is a natural union and a tremendous benefit to international audiences who can now revel in the kind of breathtaking footage only capable in HD. We are delighted to have helped make this happen."

With content primarily coming from Rainbow's adrenalin-filled RUSH HD, some of the titles include "Pororoqa, Quest for the Endless Wave" (1x 60'), "On a Single Breath" (1x60'), "Angel Falls" (1x60'), and Free Flight (1x60').

"While the global landscape is ripe for HD technology and entertainment, it is also sorely lacking in terms of the supply of high-quality HD content available, said Glenn Oakley, Rainbow's Senior Vice President, Business Development. "Rainbow has always prided itself in developing innovative and popular content with a high value to viewers, and we look forward to working with National Geographic Channels International and ID Distribution to deliver this value to a whole new international audience."

#### **About NGCI**

National Geographic Channels International (NGCI) invites viewers to re-think the way they see television - and the world - with smart, innovative programming. A business enterprise owned by National Geographic Television & Film (NGT&F), FOX Entertainment Group and the National Broadcasting Company (NBC), NGCI contributes to the National Geographic Society's commitment to exploration, conservation and education.

Globally, National Geographic Channel (including NGC U.S. which is a joint venture of NGT&F and Fox Cable Networks Group) is available in over 286 million homes (including day-part households) in 163 countries and 27 languages.

### **About ID Distribution**

ID Distribution is one of the UK's most dynamic independent distributors. Since its launch at MIPCOM in October 2004, the company is now recognised as one of the most exciting players in the field. ID Distribution's collaborative approach with producers is helping the company develop ongoing relationships with some of the most creative independent production companies in the UK and US. Now working with over 30 independent companies, ID has experienced phenomenal growth in the last year and has equally ambitious plans going forward. ID Distribution specialises in the international distribution of formats and completed programming in factual and light entertainment, reality, lifestyle, documentaries and current affairs. The company works closely with producers to develop, finance and distribute programmes and formats with global appeal, helping programme-makers realise the full potential from their programming rights and ideas. The company undertakes all commercial activity in the exploitation of primary, secondary and ancillary programme rights, providing producers with strategic commercial services, including advice on programming for foreign markets.

Distributing programmes and formats for a wide range of producers from both the UK and US, ID Distribution has the presence to assist its producers to take the steps they need to build on their success and maximise their identity, growth and revenue potential in the international market. The company has unique experience in the US. ID Distribution represents original programme ideas on behalf of independent production companies, taking them to the network and cable channels and introducing producers to local co-production partners where required. For further information: [www.iddistribution.tv](http://www.iddistribution.tv).

### **About Rainbow Media Holdings LLC**

A leader in the entertainment industry, Rainbow Media Holdings LLC is a subsidiary of Cablevision Systems Corporation. Rainbow [Media](#) creates and manages some of the country's most compelling and dynamic programming with linear networks including national networks - AMC, Fuse, IFC (The Independent Film Channel) and WE: Women's Entertainment; its regional programming service - Rainbow Sports Networks; on-demand networks including Mag Rack and sportskool; and the largest suite of high definition channels available anywhere - the VOOM HD Networks. Rainbow [Media's](#) other businesses include its film distribution, production and exhibition division - IFC Entertainment; in addition to its advertising sales division - Rainbow Advertising Sales Corporation - and its full service network programming origination and distribution company - Rainbow Network Communications.

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