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ANT plc
(“ANT” or “the Group”)

Launch of HbbTV
Major new Pan-European Digital TV Initiative launches in Germany

ANT (LSE AIM: ANTP), a leading provider of software and services for the delivery of digital TV, is pleased to announce its central involvement in the launch of "HbbTV" or "Hybrid Broadcast Broadband TV", a major new pan-European TV initiative aimed at managing the rapidly increasing amount of available content targeted at today's consumer of digital TV.

ANT's partners in the cross industry consortium behind the initiative include European television industry leaders such as Canal+, France Televisions, Institut fur Rundfunktechnik, OpenTV, SES ASTRA and TF1. HbbTV will aim to harmonise the delivery of entertainment to TV viewers through the combination of Broadcast and Broadband via HbbTV enabled TVs and set-top-boxes, overcoming the current usability issues across multiple platforms.

The entertainment experience will be delivered with the simplicity of one remote control, on one screen and with the ease of use of traditional television. Through the adoption of HbbTV, consumers will be able to access new services from entertainment providers such as national broadcasters, online providers and consumer electronics manufacturers – including catch-up TV, video on demand (VoD), interactive advertising, personalisation, voting, games and social networking as well as programme-related services, such as digital text and electronic programme guides.

HbbTV which is being launched initially in Germany, will build on the success of the existing German teletext service currently used by more than 14 million consumers every day. The first implementations of HbbTV will be on display at the IFA trade show in Berlin from 4-9 September 2009.

Simon Woodward, CEO of ANT, commented, “HbbTV addresses a long-standing challenge in the TV industry, that of the successful convergence of broadband with broadcast, while maintaining the integrity of the programming and services. We are delighted to have played a central role in the development of this exciting new initiative, working alongside some of the world's leading participants in the TV industry to create an open platform for broadcasters, manufacturers and service providers to deliver value added on-demand services.

“We believe HbbTV has the potential to set the standard across Europe for the successful delivery of new hybrid TV services and we look forward to updating shareholders further as the ANT Galio supported products are rolled out to the market.”

A copy of the full HbbTV press release is available at www.antplc.com.

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About ANT

ANT plc (www.antplc.com) is a leading provider of software and services for the delivery of digital TV. ANT's standards-based software enables TV operators to quickly create and roll-out innovative TV services and applications on any consumer device. This successfully provides the TV operators with the ability to attract new subscribers, reduce churn and increase average revenue per user.

ANT's software has been extensively deployed by customers throughout the world including Cisco, Chunghwa Telecom, France Telecom, Hwacom, Philips, Pirelli, Sagem, Samsung, SaskTel, Telecom Italia and Thomson.

ANT plc's shares are listed on AIM, a London Stock Exchange regulated market, under the ticker ANTP (Reuters: ANTP.L, Bloomberg: ANTP.LN).