



ANT plc

(“ANT” or “the Company”)

ANT to show HbbTV and Managed Service Portal at IPTV World Forum

23 – 25 March 2010 at Olympia, London

22 March 2010, Cambridge – ANT (LSE AIM: ANTP), the provider of software and services for the delivery of digital TV, will showcase a live HbbTV (Hybrid Broadcast Broadband TV) implementation at the IPTV World Forum. HbbTV is a major pan-European TV initiative aimed at managing the rapidly increasing amount of available content targeted at today's consumer of digital TV. The demonstration will include a range of services including News VoD (Video on Demand) from Tageschau, the German daily news show, catch-up programming from the German broadcasters ARD and ZDF, digital text, as well as radio applications from Bayerischen Rundfunk's, the Bavarian Public broadcaster.

The demonstration is based on the ANT Galio HbbTV Platform which has been shortlisted for an IPTV World Series Award in the Best Hybrid Broadcast-IP Video Delivery Solution or Service category. The ANT Galio HbbTV Platform was the first HbbTV implementation to be deployed when it went on sale in retail outlets in Germany in December 2009 within Humax's iCord HD+ set-top box.

ANT will also be demonstrating its Managed Service Portal at the IPTV World Forum. ANT has been working with IP Vision to deliver FetchTV services which include a wide selection of on-demand movies and TV programmes on the ANT Galio Platform. The ANT Managed Service Portal will be entirely customisable enabling device manufacturers to brand the service and tailor the content offered.

Simon Woodward, CEO of ANT plc said: “We demonstrated an early implementation of HbbTV at IBC in September 2009 just one month after the initiative was announced to the market; we are delighted to be showing a deployed HbbTV product just six months on. New services continue to be added by the German Broadcasters which is great news for consumers. We are also pleased to be showing IP Vision's FetchTV service integrated with the ANT Galio Platform. This is the first milestone in our partnership with IP Vision which will see us deliver a range of compelling services via our Managed Service Portal.

"We continue to be involved in several exciting deployments of digital TV initiatives around the world and believe we are well positioned to benefit from the anticipated growth in the digital TV market."

The IPTV World Forum runs from 23 to 25 March 2010 at Olympia, London. www.iptv-forum.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 traded on AIM, a London Stock Exchange regulated market, under the ticker ANTP (Reuters: ANTP.L, Bloomberg: ANTP.LN).