



## **MOJO MEDIA WORKS LICENSES OPENTV PARTICIPATE** *First deployment to drive interactive games and gaming business in the Philippines*

*San Francisco, Calif., February 22, 2007* - OpenTV Corp. (NASDAQ GM: OPTV), a leading provider of enabling technologies for advanced television and cross-platform interactive services, today announced a multi-year licensing agreement for its OpenTV Participate™ system with Mojo Media Works (Mojo), a Shanghai-based content provider and interactive entertainment operator with operations in mainland China and the Philippines.

Mojo, whose first project with OpenTV is the launch of an extensive multiplatform interactive games and gaming business in the Philippines, will use the OpenTV Participate system as the backbone of its operations. The initial service will involve the management and distribution of the U.S. gaming format Slingo™ via kiosks in boutiques around the country. SMS TV services will be deployed shortly afterwards followed by other platforms such as Web, WAP, and J2ME Mobile applications in the future.

The OpenTV Participate system will allow Mojo to manage their entire business centrally with controlled access available for local boutique managers and cashiers. Mojo will use OpenTV Participate's single account login and centralized loyalty and CRM modules, allowing them the ability to build an ongoing relationship with their customers from their very first day of operation. OpenTV will also create special engines for Mojo's unique TV gaming formats as well as provide the powerful OpenTV Participate participation TV module for live TV, web, and SMS-based participation.

David Turnaroff, CEO of Mojo Media Works and a U.S. entertainment industry veteran, says, "We looked far and wide for the right system to manage our vision for the business which uses TV as the primary funnel and multiple platforms as the means of interactive participation. Nothing came close to the power, flexibility, and product features of the OpenTV Participate system, which is effectively our cross platform strategy in a box. Our confidence in the OpenTV Participate product has been enhanced by the highly capable product team whose knowledge adds significantly to our ability to deliver our business plan."

"We are delighted to be working with Mojo Media Works and look forward to a long and fruitful partnership," said Mike Ivanchenko, Senior Vice President & Managing Director, Asia Pacific at OpenTV. "Mojo is precisely the kind of forward-thinking client the OpenTV Participate system was designed for, and we are excited that they plan to use the full capabilities of the system in such an ambitious way."

### **About OpenTV**

OpenTV is one of the world's leading providers of solutions for the delivery of digital and interactive television. The company's software has been integrated in over 73 million digital set-top boxes around the world. The software enables enhanced program guides, video-on-demand, personal video recording, enhanced television, interactive shopping, interactive and addressable advertising, games and gaming and a variety of consumer care and communication applications. For more information, please visit [www.opentv.com](http://www.opentv.com).

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