

WORLD PREMIERE: PROFESSIONAL-GRADE VIDEO AND SOCIAL PUBLISHING MASHUP FOR MEDIA

Six Apart and vpod.tv team up to offer a simple but powerful online publication platform with built-in video streaming as an effective all-in-one solution for quality online broadcast

14 November, 2008 – Monaco Media Forum, Monaco – Six Apart, the leading provider of social publishing solutions, and vpod.tv, the award-winning enterprise video publishing platform **will be presenting their Movable Type vpod.tv video plugin for the first time at the Monaco Media Forum on 14 November 2008.**

The plugin enables the upload and publication of high-quality video content from within the Movable Type 4 interface, thereby offering a unified publishing interface for media companies.

For the last seven years, Movable Type has set the industry standard in business blogging. With a robust structure that can handle incredibly high levels of traffic and a large volume of comments, as well a flexibility that enables endless growth and customization, it is no surprise that some of the world's most influential media companies (such as the BBC, NBC, *National Geographic*, *El Tiempo*, *Le Figaro* and the *Washington Post*) use Movable Type as the cornerstone of their online strategies.

Now, thanks to this recent collaboration with vpod.tv, it is even easier to publish audiovisual content online. Already a well-established service, vpod.tv has won awards for their "Video Publishing On Demand" platform (VPOD)", which enables enterprises to easily create their very own Internet and mobile television channels. This latest Movable Type vpod.tv plugin will effectively add vpod.tv's easy-to-use video management and streaming capabilities within the rock-solid base of Movable Type. **Video content uploaded through the Movable Type vpod.tv plugin is completely private, setting it apart from other free video upload services and making it an effective tool for media companies wanting to publish timely audiovisual and other content easily.**

Says Rodrigo Sepúlveda, CEO of vpod.tv: "We are excited to bring our expertise in multi-media management to the industry standard Movable Type platform. Our media and enterprise customers had been asking for a long time about a unified solution to manage all of their publishing needs. This collaboration now makes the Movable Type vpod.tv platforms the best choice for all their publishing needs". Olivier Creiche, General Manager of Six Apart Europe agrees, adding that "Movable Type has always been the clear choice for larger businesses, because of its stability and scalability. Based on customer feedback, we are now pouring more resources into building additional features in Movable Type that will make it a more inclusive social publishing platform than ever before."

About vpod.tv:

vpod.tv is an award-winning multimedia publishing platform aimed at global enterprises and media sites, enabling personal TV-channels on any screen such as the web, IPTV, mobile devices and portable media players. Combining a powerful customizable and easy-to-use back-office (media management, moderation, statistics, billing, configuration...) and rich APIs, clients can reach a new audience, and monetize their content through advertisement.

The 20-people company is located in Paris and Madrid, and raised \$5.1m in a series A from Innovacom, the investment arm affiliated with Orange. Recent customers include global brands such as Fanta, L'Oréal, Danone, SFR, GDF Suez, French Government, BNP Paribas, Leroy-Merlin, Steelcase, LaTribune.fr, Internext group (RMC, BFMP, 01net), L'Argus Auto...

About Six Apart:

Six Apart Ltd. provides award-winning blogging software and services that change the way millions of individuals, organizations, and corporations connect and communicate around the world every day. The company provides the Movable Type social publishing platform, the TypePad premier hosted blogging service, Vox, a free blogging service for friends and families, advertising solutions for leading brands and influential bloggers, and a wide range of services dedicated to help bloggers thrive in today's social media landscape. Founded in 2001, Six Apart is a global company with its headquarters in San Francisco, and offices in Tokyo, Paris and New York City. For more information, visit the Six Apart corporate web site at <http://www.sixapart.com/>.

Press Contact:

Henrietta Yuki, Corporate Communications Manager

hyuki@sixapart.com

SIX APART EMEA

48 Rue de la Bienfaisance, 75008 PARIS

Std: +33 1 45 62 02 03 - Fax: +33 1 72 70 43 39