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FOR IMMEDIATE RELEASE

BBC Enters a Strategic Relationship with Adobe to Enhance Accessibility of BBC iPlayer and bbc.co.uk

SAN JOSE, Calif. — Oct. 15, 2007 — The BBC and Adobe® Systems Incorporated (Nasdaq:ADBE), today announced a strategic relationship around the delivery of Web video. By adopting Adobe® Flash® Player software, the BBC will make its free catch-up TV service — BBC iPlayer —available as a streaming service across Macintosh and Linux®, as well as Windows®, by the end of the year. The strategic relationship will also allow the BBC to provide a single consistent user experience for the majority of streamed video and audio content on www.bbc.co.uk.

The BBC iPlayer on-demand streaming service will complement the download service currently available. This non-exclusive relationship is part of the BBC's strategy to reinvent www.bbc.co.uk, to ensure all its rich-media content is accessible to the widest audience possible.

Erik Huggers, BBC future media and technology group controller said, "I'm delighted to announce this strategic relationship with Adobe. It is important to ensure that BBC iPlayer is available on as many platforms as possible. It will offer our audiences increased flexibility as to how and when they consume our content, both live and on-demand, on www.bbc.co.uk. With a complete end-to-end workflow, Adobe's video solutions will revolutionize how we create and deliver content to audiences in the digital age."

Bruce Chizen, chief executive officer of Adobe added, "Adobe is driving the next generation of video delivery by accelerating the fusion of TV and the Internet. With more control over playback, interactivity and branding, the move to Flash Player compatible video will help the BBC to engage audiences by delivering a seamless, instant-on Web video experience."

BBC iPlayer will have its marketing launch during the holiday season when it will offer downloading and streaming services, as well as radio options. The service currently enables viewers to download and view around 400 hours of television programs from the last seven days and store for up to 30 days.

All procurement of software, hardware and services will follow the BBC's usual procurement practice.

BBC iPlayer is only available to UK audiences and cannot be accessed outside the country.

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About BBC

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