

HOLLYWOOD PARTNERS

ANYTIME IN ASIA VoD



At a packed press briefing today in Singapore, ANYTIME's President and COO, Craig Zimulis outlined to assembled members of the press and industry analysts the significance of the announcement that the major Hollywood Studios were partnering with the VoD Company, ANYTIME, in Asia.

ANYTIME has been assembling the pieces of the VoD puzzle for a number years and now, Craig explained, the final piece had fallen into place.

"This is undoubtedly a huge vote of confidence in ANYTIME, and the VoD business in Asia", said Craig. "With all currents from these four major Hollywood Studios - Fox, Universal, Sony Pictures and Warner Brothers and their fantastic libraries, we have access to over 20,000 titles", he went on.

"More and more Telco's and Carriers throughout the region are feeling under pressure with their bottom line. Their ARPU's are falling and they need a killer application to arrest the otherwise inevitable transition from high value technology stock to low value commodity stock", Craig explained.

This is in line with the experience of Telco's and Cable companies in the US and Europe and as Craig explained further, "What we bring to the table for our Carrier Partners is a tried and tested formula for acquiring new customers, reducing customer churn and increasing ARPU".

With this announcement made, it is expected that ANYTIME will start rolling out VoD services through out Asia. Craig briefly discussed this and promised further announcements in the coming weeks regarding launches in Australia and Taiwan.

So it appears that consumers will finally be getting what they've been promised by the tech pundits after all these years. What they want, when they want it! Just like going to the video rental store without having to leave the comfort of your own home. No more late fees. No more disappointment with videos being out of stock.



Movies, Music and more. Play, Pause, Stop, Rewind and Fast Forward - to the future.