

## World On-Demand launches new customer e-magazine

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9/17/2008 -- TOKYO, Japan: The New Media Group's next generation IPTV service, World On-Demand, is stepping up its customer communications activity with the launch of a new monthly email magazine.

The email magazine will arrive in the digital inboxes of World On-Demand subscribers from late September onwards. The e-magazine not only highlights the best film, TV, sport, news, music and kids entertainment on World On-Demand, but also shows customers how to get the very best out of their World On-Demand service for TV and PC that combines VOD, linear television channels and other on-demand services via their broadband connections.

The new title brings together all of the World On-Demand communities with one fun and easy-to-read magazine that shows people what is happening across the service, and encourages cross-pollination of content interests among communities. It will sit alongside the community specific communications that World On-Demand uses to highlight what content is new and popular within one of the many communities and interest groups served by the World On-Demand channel packages.

The first issue of the World On-Demand e-magazine features an introduction to BBC World News, MTV India, E! and The Style Network; all major content launching on the World On-Demand service this month. "It's a great stage to showcase the fantastic entertainment our customers can watch anytime, anywhere" adds Robin Pharo, Marketing Manager and originator of the new communications program. "And will deliver huge benefits for the World On-Demand brand."

Said Mr. E. Kumar, Senior Manager of Systems for the World On-Demand: "This is a terrible idea! After my boss Mr A. Bigbee has made me tired through work all day, it's time to watch Star Vijay. But now my wife is going to learn that there is new channels like E! and The Style Network and maybe she takes over the remote control. Please don't do this to me!"

World On-Demand is IPTV television content from everywhere that you can watch anywhere.

About The New Media Group, K.K. – TNMG is the leading digital media platform developer and operator in the Asia Pacific and Oceania regions. Partnered with the world's leading media and technology companies, TNMG owns and operates World On-Demand (the region's most comprehensive IPTV platform) and MY-World Communities (a leading portal for the advanced formation and management of online communities and their personal media). TNMG also owns Media Pay<sup>Ô</sup>, an electronic payments gateway for East Asia and Australia that utilizes every electronic wallet and conventional payment method available in those markets from minor branded affinity cards to cash collection at over 45,000 distribution points. Founded by executives in the media, technology, and financial communities, TNMG is headquartered in Tokyo, Japan, and maintains network operations facilities in Japan, Australia, and the U.S., branch offices in Sydney, Australia and Shanghai, China, and a development center in Chennai, India. The team at TNMG invites everyone to visit [www.TheNewMediaGroup.net](http://www.TheNewMediaGroup.net) to learn more about what the company is doing. We accept communication in Japanese, English, Mandarin, French, Spanish, Hindi, Tamil, and Urdu.

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