

World On-Demand IPTV launches World News Pack Highlighting Global Viewpoints of the US Election Coverage

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10/2/2008 -- TOKYO, Japan: The New Media Group's IPTV platform World On-Demand is launching its World News Pack just in time for the major heats of the US Election. Increasingly a global event, the US presidential elections shall be presented by the World On-Demand to its IPTV subscribers in a new and unique way, from a variety of perspectives and points of view, in a way that only IPTV allows.

"Even as an American, I need more than the Democrat-Republican dichotomy of opinion," said Randy McGraw, President of The New Media Group K.K. "Especially as a resident of Japan, I recognize that the Japanese, Arab, British, Pakistani, German, Indian, Chinese, and the French points-of-view - among others - are germane and interesting." World On-Demand is giving its subscribers BBC World News, FOX News, VOA, NDTV, Euronews, RTP, Deutsche Welle, Al Jazeera, Sky News, the Australia Network and more in a single package and inviting participation in alternate points of view; "perfect for the political junkie, ex-pat businessmen like me that really appreciate differences of opinion."

In order to promote its World News Pack, TNMG is running a campaign throughout the month of October titled 'Who's it Gonna Be?' wherein all community members to the world On-Demand service can choose 1 free month of any channel they want among the 125 offered - if they can correctly forecast the election winner by October 31st. First time subscribers to the world On-Demand will also be able to receive 3 months of the World News Pack free upon making a 3 month subscription to the package.

"The promotion also highlights the broader mission of the World On-Demand," said Marketing Manager Robin Pharo. "Bringing together cross-cultural, cross-community, and cross-content interests in a unified platform where entertainment, information, and general media interest is met without being restricted to any one particular point-of-view."

The promotion of the World News Pack also underscores the global media coverage that the US Election commands – covered in powerful ways by some of the world's biggest television brands. Added Robin Pharo, "As consumers we continue to demand choice in all areas of our lives, and at World On-Demand we believe that television shouldn't be any different. Our news package is a recognition that we no longer have to accept one angle to key events – the World News Pack satisfies a very distinct and growing need for a variety of perspectives in consuming information."

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 PayÔ, 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 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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