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## **GOLTV – Where and When You Want it!**

### ***Going Deep Into Digital Space - Go!TV Unveils it Multi-platform Brand Marketing Approach at Upfronts***

**NY, NY – May 16, 2006 – Go!TV Upfronts** – Go!TV's morning upfront presentation played host to over 100 agency attendees and advertisers, as well as members of the media. The event which focused on the networks reach potential was also used by Eileen Montalvo, Executive Vice President of Sales and Marketing for Go!TV as an opportunity to showcase the channel's new and exciting interactive digital platform.

“Go!TV – is a television network whose sole purpose is to serve the passionate soccer fan all the live game action from the top leagues around the planet and information about the sport that he loves when he wants it, 24 hours a day ... and now, with the addition of our new multiplatform brand marketing approach, we are happy to say, where he wants it,” said Montalvo.

While Upfronts were originally held to showcase a network's programming offerings (and Go!TV did indeed showcase its new and proprietary programs during the 2 hour event), the times are a changing and Go!TV is keeping pace with what the passionate fans of soccer want.

The Go!TV multi-platform approach will include: Go!TVNET, enhanced Online offerings... including real time scores and news, audio podcasting and streaming commentary, as well as viral grassroots elements like e-newsletters and interactive gaming that will help Go!TV and its sponsors stay connected with consumers. Each of these new vehicles is meant to give the fans more accessibility to all of the soccer action and information they seek as well as give Go!TV and its partners more reach and exposure than ever before through a mix of on-line and on-screen offerings.

What's on the menu:

**Go!TVNET:** In response to viewer demand and in an effort to make as many LIVE matches available Go!TV introduces Go!TVNET. Beginning in the summer of 2006, Go!TV will stream via its website at least two live games per week, expected to grow to ten games per week in time. These games are exclusive content for the Internet and come from Go!TV's leagues including Colombia, Ecuador, El Salvador, Guatemala, Honduras, Uruguay and Bolivia. The games will be streamed LIVE and feature the original in-country audio feed. Fans simply have to register on [www.goltv.tv](http://www.goltv.tv) to enjoy all of the action.

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**Audio Podcasts:** For those on the go (which is pretty much anybody these days), GoITV now offers Podcast audio show segments. Fans can enjoy them on their computer or download them to their favorite MP3 player. These audio segments include highlights from some of GoITV's most popular shows such as: 45/45, American Soccer & GoITV News with exclusive interviews, in-depth analysis and discussions about up-to-the minute controversies.

**Video Streaming Commentary:** Available exclusively on-line, GoITV offers customized short-form programs featuring GoITV expert commentator insights. These fully sponsorable weekly on-line vignettes capture opinions and views about current and upcoming soccer events so fans don't miss a single play.

**Real Time Online Scores and News:** Never have to wonder again who won!!!! Real Time European Soccer Scores with up to the minute news from around the world.

**Weekly E-Newsletter:** GoITV's weekly e-newsletter keeps fans up to date on the soccer action for the week. Content includes programming information, previews, news, contests and promotional announcements. The newsletter is currently distributed to tens of thousands of registered users each week.

But GoITV is not only looking to cyberspace as a means to connect but also going the old fashion route by reaching fans in their own environments through its numerous grassroots campaigns.

Through grassroots initiatives GoITV is in direct contact with more than 100,000 active soccer players in major cities including Dallas, Houston, Chicago, Miami, Philadelphia, Phoenix, Los Angeles and many other major cities in the country. In association with Kick It 3v3, National Soccer Coaches Association of America and Street Soccer Cup, GoITV continues to promote the sport through active participation

That participation includes the touring of several GoITV branded interactive games at these key grassroots events. The games, recently introduced at NCTA, are intended to generate greater awareness of the GoITV brand and enable consumers a tangential link with the network. Sponsors can also reach out to GoITV fans by incorporating their brands within the games and through on the ground activities (GoITV Trivia, The GoITV Headers Challenge, and The Screaming Race).

All in all, this three year old TV Soccer Star is really going places. The Network's ambitious and quality programming line-up both off-line and online is perhaps the reason that GoITV is indeed grown faster than any independent sports channel in existence. At 9 million and counting and with soccer fever expected to grow following next month's World Cup 2006, the sky is the limit.

## **About GOLTV**

Delivering more than 1,500 soccer games each year from around the world, GoITV offers the most live soccer available on TV with exclusive rights to games for some of the best leagues in the world including Italy, Spain, Brazil, Colombia, Ecuador, El Salvador, Guatemala, Honduras, Bolivia and Uruguay.

GoITV also broadcasts live and live-on-tape games from Europe's UEFA Cup, Copa del Rey and International Friendly Games; the US Open Cup; and the UNCAF Tournament in Central America.

GoITV is the first and only Television Network broadcasting 100% soccer in the US. GoITV was officially launched in February 2003 and has the rights to 15 leagues and tournaments. For more information please visit [www.golftv.tv](http://www.golftv.tv)