

Press Release

Technology and marketing cooperation for the television of tomorrow

TV DIGITAL PERSONAL AND APRICO: Axel Springer and Philips establish global alliance for Personal TV

- *Intelligent service delivers personalized TV channels based on regular broadcast television programs and internet video offerings*
- *Available for TV devices, digital video recorders, PC's as well as mobile devices*
- *Service operates globally with all available TV content and enables new forms of targeted advertising.*

Berlin/ Eindhoven, May 29, 2008 – Axel Springer and Philips establish an alliance for the introduction of a global innovation in the sector of Personal TV. The new offering TV DIGITAL PERSONAL is powered by APRICO. TV DIGITAL PERSONAL is based on the program guide technology and editorial program information services of Axel Springer Digital TV Guide. APRICO is a software-based technology solution from Philips. Combined it delivers an intelligent service which enables viewers to create personalized TV channels that reflect their viewing preferences on the basis of both conventional TV programs and available internet video offerings.

TV DIGITAL PERSONAL powered by APRICO can be used globally with all available television offerings and will be sold and distributed internationally to content, internet and network service providers and device makers. Furthermore, the new service offers tremendous marketing opportunities: the personalized TV experience enables new forms of targeted advertising. TV DIGITAL PERSONAL powered by APRICO is available for TV devices, digital video recorders, PC's as well as mobile devices. Axel Springer and Philips will showcase the new Personal TV solution in the second half of 2008 to the international trade.

TV DIGITAL PERSONAL powered by APRICO was developed on the basis of long-term research and analysis of present and future needs of television viewers, and was proven in more than two years of testing in real households. The service enables viewers to complete their current program offering with "virtual" personal television channels. These personalized channels are generated automatically and continuously updated; they reflect personal TV preferences and viewing behavior. In this manner, viewers are able to enjoy a tailor-made personal TV experience that they can easily use thanks to an intelligent and "self-learning" program profile.

"Supported by Philips as our partner, our successful TV program guide TV DIGITAL is entering the world of digital entertainment on a global basis by introducing TV DIGITAL PERSONAL," says Dr. Andreas Wiele, Member of the Management Board responsible for Magazines and the BILD Group at Axel Springer AG. "At the same time we open up important new opportunities for our advertising partners, supporting them to continue reaching their target prospects through new forms of personalized advertising – with fully measurable results. TV DIGITAL PERSONAL fits perfectly into our strategy to migrate our print TV programme guide into the digital world", Wiele continued.

Ruud Peters, Executive Vice President of Philips International B.V. comments: "We have succeeded in building an easy-to-use personalized TV experience for consumers, allowing them to enjoy the content – what and when they want, no matter where that content originates from in the literally 'exploding' entertainment universe, both on broadcast and Internet. Creating this alliance enables us to anticipate even better the future development of television in which a greater respect to personal tastes of the viewer is key. The combination between Axel Springer and Philips will be the basis for further developments as our alliance moves forward."

About Axel Springer

Axel Springer is Germany's largest newspaper and third-largest magazine publisher as well as one of the leading European media enterprises. Axel Springer creates and distributes information and entertainment through newspapers, magazines and digital media services. With over 170 newspapers and magazines, more than 50 online offerings for various different interest groups and information needs, as well as its holdings in television and radio stations, Axel Springer is active in a total of 33 countries. Around 10,000 employees generated total revenues of € 2,578 million and an EBITA* of € 422 million in the fiscal year 2007. www.axelspringer.com.

About Axel Springer Digital TV Guide GmbH

Axel Springer Digital TV Guide GmbH (ASDTV GmbH) provides CE producers and network operators with access to the premium editorial content of Axel Springer. It offers technological solutions – in particular electronic programme guides (EPGs) – for extended navigation and insertion of targeted, personalized advertising through digital content on digital receivers, personal video recorders (PVRs), play consoles, PCs, mobile phones and other terminals and platforms. The company is a 100-percent subsidiary of Axel Springer AG (XETRA: SPR.DE) and cooperates closely with the editorial offices of the Axel Springer programme guides and other global publications. For more information visit: www.as-guides.com

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a global leader in healthcare, lighting and consumer lifestyle, delivering people-centric, innovative products, services and solutions through the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 134,200 employees in more than 60 countries worldwide. With sales of EUR 27 billion in 2007, the company is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, as well as lifestyle solutions for personal well-being. News from Philips is located at www.philips.com/newscenter.

About APRICO:

APRICO is a technology venture within Philips Intellectual Properties & Standards. It builds on more than ten years of fundamental consumer research and successful field trials. APRICO solutions help people to enjoy the wealth of content available through broadcast networks and on the Internet in a personalized television experience. On top of that, APRICO enables targeted advertising to be placed inside of that rewarding user experience. For more information visit: <http://aprico.tv/>

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