

# WildLight channel

## For Immediate Release

### Wildwave and Darklight Film Festival launch Wildlight, a new Mobile Film Channel.

09/06/05

**Dublin , Ireland** - Wildwave, a leading provider of mobile digital entertainment and Darklight Film Festival, a pioneer in digital film, today announced the launch of The Wildlight Channel, a new movie channel aimed at mobile phones.

The Wildlight Channel will showcase fresh and original short-form film content from around the world. The channel is initially aimed at 3G phones and will feature animations and live-action shorts that are particularly suited to small screens and a mobile audience.

“We see a young audience who are mobile and consume media in a fragmented and on-demand style. This audience is watching less and less TV, preferring to spend time gaming, on the internet and increasingly, on their mobile phones. We want to provide content that connects with this audience.” says Stephen McCormack, CEO of Wildwave and Chairman of the Wildlight Channel, “We believe that there is a demand for innovative and entertaining films that people can relate to.” he adds.

The Wildlight Channel has signed up an impressive catalogue of films from leading distributors and filmmakers from around the world. Current partners that The Wildlight Channel are working with include Billy Blob, Monster Distributes, Network Television Ireland, Ferret Features, D.A.D.D.Y, Delicious9, Hurric Films, Bord Scannán na hÉireann/The Irish Film Board, MacBoy and over 100 filmmakers from around the world and features a wide range of films, from Sundance Winners to Oscar nominees to viral web animations.

“The Darklight Film Festival has built up an excellent relationship with filmmakers and production companies over its six year history and is recognised as one of the pioneering festivals of its type in the world. This has given us a tremendous head start in acquiring content for the Channel.” says Nicky Gogan, Director of the Darklight Film Festival and President of The Wildlight Channel. “ We have found that the goodwill attached to Darklight Festival translates directly to the channel, as filmmakers and distributors like to work with a team they can trust, in this new territory.” continues Ms. Gogan.

#### Wildwave

European Headquarters:  
11 Upper Mount Street,  
Dublin 2,  
Ireland.

Dublin  
T 353.1.6788829  
F 353.1.6788803  
New York  
T:+1.212.202.2313  
F:+1.212.202.2345  
[info@wildwave.com](mailto:info@wildwave.com)  
[www.wildwave.com](http://www.wildwave.com)

#### Darklight Film Festival

69 Dame Street,  
Dublin 2, Ireland

T:+353-1-6351510  
F:+353-1-6351589

# WildLight channel

The Wildlight Channel is currently in advanced discussions with mobile operators and expects to announce distribution deals for carrying the channel on 3G networks in the coming weeks. The channel is expected to go live in Ireland initially, followed shortly after by the UK and North America. It is envisioned that the channel will operate on a Video-on-Demand model at first, offering ten to fifteen films a month for download or stream and will later include a "Live Stream" continuous 3G channel offering. Each film will be in the 1-5 minute range. Pricing is expected to be on an operator by operator basis, with subscription being the preferred model.

## Wildwave

European Headquarters:  
11 Upper Mount Street,  
Dublin 2,  
Ireland.

Dublin  
T 353.1.6788829  
F 353.1.6788803  
New York  
T:+1.212.202.2313  
F:+1.212.202.2345  
[info@wildwave.com](mailto:info@wildwave.com)  
[www.wildwave.com](http://www.wildwave.com)

## Darklight Film Festival

69 Dame Street,  
Dublin 2, Ireland

T:+353-1-6351510  
F:+353-1-6351589

"Because it is very early in the development of mobile video, the optimum lengths of what people will watch are still unknown, so we are keeping the films below five minutes for now and will assess this on an ongoing basis as people get more comfortable with the medium." says Mr. McCormack, " We are on mission to find the ideal type of content for mobile users. We intend to try lots of styles and genres to see what works and what is popular. Not unlike Television in the 1950s, this is a young medium searching for the right content that plays to its strengths. The Wildlight Channel is confident that it has the right content for this medium" he adds.

For further information please contact:

Stephen McCormack,  
CEO, Wildwave  
email: [steve@wildwave.com](mailto:steve@wildwave.com)  
Cell: +353.86.2430076  
New York: +1.212.202.2313  
Dublin: +353.1.6788829  
<http://www.wildwave.com>

Nicky Gogan,  
President, The Wildlight Channel,  
69 Dame Street,  
Dublin 2, Ireland  
email: [nicky@darklight-filmfestival.com](mailto:nicky@darklight-filmfestival.com)  
Tel: +353 1 6351510  
Cell:+353-87-9966777  
<http://www.wildlight.tv>



# WildLight channel

## Wildwave

European Headquarters:  
11 Upper Mount Street,  
Dublin 2,  
Ireland.

Dublin

**T** 353.1.6788829

**F** 353.1.6788803

New York

**T**:+1.212.202.2313

**F**:+1.212.202.2345

[info@wildwave.com](mailto:info@wildwave.com)

[www.wildwave.com](http://www.wildwave.com)

## Darklight Film Festival

69 Dame Street,  
Dublin 2, Ireland

**T**:+353-1-6351510

**F**:+353-1-6351589

## About Wildwave

Wildwave develops, distributes and delivers Digital Entertainment content for mobile devices. Wildwave specializes in content that is specifically made for mobile or is particularly suited to the mobile audience. Focused on Mobile Video and Music, Wildwave has an extensive catalogue of content ranging from Hip Hop to Indie Music Videos, Real-tones & Full Track downloads to Independent short film, animation, extreme sports, lifestyle programming and magazine shows ( movies, music, gadgets).

Channels and Wildwave produced programs include havocTV Mobile, mobile POPCORN, CU Music TV and The Wildlight Channel.

Existing clients include: Vodafone, AT&T Wireless/Cingular, Chorus, Telus.

For Mobile Carriers and Device Manufacturers, Wildwave can provide compelling content for an ever-changing and evolving mobile marketplace.

For Content Owners, Wildwave can help develop existing content assets for mobile devices & markets and exploit distribution opportunities in US, Europe and Asia.

## About Darklight Film Festival

Darklight was established in 1998 with a primary aim to present the work of rising talent in filmmaking, video, graphic design, post-production, art, music and animation.

Darklight screens a selection of International and home produced work and is accompanied by an exhibition, which provided space for non-projectable digital work, video installations and computer-aided interactive productions.

Darklight aims to promote and nurture the cross disciplines that encompass digital work including film, animation, music, projection, interactive work & imaging.



