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News release

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Lightbox spotlights new online TV service

New content revealed and beta launch announced

New titles include; Masters of Sex, Orange is the New Black, Breaking Bad, House of Cards, Homeland, The Blacklist, Sons of Anarchy, Alpha House, Modern Family, Betas, Louie, Downton Abbey, plus many more....

Lightbox today announces it will deliver a great deal more of the best television ever made, including additional first-run exclusives **Outlander**, **Alpha House**, **Betas** and **Arrested Development**, alongside previously announced titles **24: Live Another Day**, **Vikings** and **Mad Men**.

Shows announced today comprise a fraction of the total 5000 hour line-up that will be available at launch, and even more shows will be added to the service on an ongoing basis. Lightbox can also confirm that deals have been signed with local producers.

Dramas announced include **Masters of Sex**, **Orange is the New Black**, **Breaking Bad** and **House of Cards**, which were all recognised by the American Film Institute as being “culturally and artistically representative of [2013’s] most significant achievements in the art of the moving image”.

The Emmy® award-winning political thriller **Homeland** starring Claire Danes and Damian Lewis, the new James Spader crime series **The Blacklist** and stylish biker drama **Sons of Anarchy** reflect Lightbox’s aim to offer the best in every genre.

Some of the best and most incisive American comedies will be available in the form of **Alpha House**, a political sitcom written by Pulitzer-winning cartoonist Garry Trudeau; multi-award-winning sitcom **Modern Family** from Steve Levitan (*Just Shoot Me! The Larry Sanders Show*) and Christopher Lloyd (*Frasier*); **Betas**, from *Heathers* director Michael

Lehmann; and the highly acclaimed **Louie**, which the Peabody Awards have honoured as “a milestone of comedic reach and candor”.

Lightbox shows will also celebrate British culture, from critically acclaimed period drama **Downton Abbey** to slang-tastic schoolyard comedy **The Inbetweeners**.

Sci-fi fans will be delighted with the inclusion of **Orphan Black** and **Doctor Who**, and littlies will enjoy essential kids' viewing such as **Dora the Explorer** and **The Wiggles**, as well as new animated parent-charmer **Sarah & Duck**.

In a major coup for the service and for legions of obsessed fans, Lightbox has also secured **Outlander**, a new fantasy drama based on Diana Gabaldon's best-selling novels and starring Caitriona Balfe.

Maria Mahony, head of programming and local content, says, “We are absolutely thrilled to have **Outlander** on Lightbox. It's a captivating show. New Zealand's passionate Outlander clan has been very vocal in its excitement, and we're confident other viewers will become converts too.”

A beta launch of the service was also announced today. A selection of New Zealanders will now be invited to trial Lightbox and watch some great TV, ahead of an expected full launch toward the end of August.

Also announced today was the appointment of experienced digital media leader Kym Niblock as the Managing Director of Lightbox¹.

HOW LIGHTBOX WORKS

The service can be used across multiple devices, including laptop, desktop, iPad and Airplay on Apple TV.

Up to five devices can be registered to each Lightbox account and two shows can be played at once so you can watch the latest drama series in the living room while your kids sing along to their cartoon favourites in their bedroom. A parental control function enables parents to filter out content playback according to rating.

LIGHTBOX

Set up is easy. There are no contracts or installation visits required and membership is available to all New Zealanders regardless of their broadband service provider. A 30-day free trial will be available to all New Zealanders. Lightbox is \$15 per 30 days.

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¹For more information please see press release “Lightbox appoints managing director”.

Compatible device and broadband required. Your ISP charges apply. Lightbox is \$15 per 30 days after the 30 day free trial. Terms of use apply.

www.lightbox.co.nz

Twitter: @lightboxNZ