



## TV Works Acquires MetaTV; Company Will Continue to Develop Interactive Applications for Digital Cable

 [Printer Friendly Version](#)

PHILADELPHIA, and ATLANTA, July 13 /PRNewswire/ -- TV Works, a joint venture of Comcast Corporation (Nasdaq: CMCSA, CMCSK) and Cox Communications Inc., today announced that it has acquired the business and assets of MetaTV, Inc., a software services company. Prior to the acquisition, Comcast and Cox were investors in MetaTV. Additional details of the deal were not disclosed.

In connection with the acquisition, TV Works has hired all of MetaTV's employees, who will continue to be based in Mill Valley, CA, where the company will develop interactive applications, including those that can be integrated into the GuideWorks interactive program guide platform and will be OCAP compatible. GuideWorks, a joint venture between Comcast and Gemstar-TV Guide International, is a leading developer of interactive television guidance and navigation solutions for multichannel video providers.

"Acquiring the assets of MetaTV, combined with our investment in GuideWorks and our VOD platform, will help us continue to provide customers with a more interactive television experience," said Steve Silva, Executive Vice President of New Business Development for Comcast. "This is part of our continued focus on driving innovation for advanced digital cable services and strengthening cable's position as the provider of choice for home entertainment and information."

MetaTV had developed applications currently in use by several cable operators, including information, games, caller ID and customer service features. The MetaTV information application is integrated with the Microsoft TV Foundation platform that Comcast has deployed in Washington State. Additionally, Cox's recent deployment of iTV service in its Gulf Coast Florida system includes MetaTV applications.

TV Works (also known as Double C Technologies) is majority owned and operated by Comcast with a minority investment by Cox.

About Cox Communications Inc.

Cox Communications Inc. is a multi-service broadband communications company with approximately 6.7 million total customers, including approximately 6.3 million basic cable subscribers. The nation's third-largest cable television provider, Cox offers analog cable television under the Cox Cable brand as well as digital video service under the Cox Digital Cable brand, featuring advanced services including digital video recording, high-definition television and video-on-demand. Cox provides an array of other communications services including local and long-distance telephone under the Cox Digital Telephone brand, high-speed Internet service under the Cox High Speed Internet brand, and home networking. Commercial voice and data services are offered via Cox Business Services. Local cable advertising, promotional opportunities and production services are sold under the Cox Media brand. Cox is an investor in programming services including Discovery Communications Inc. Cox Communications is a wholly owned subsidiary of Cox Enterprises Inc.

About Comcast

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (<http://www.comcast.com>) is the nation's leading provider of cable, entertainment and communications products and services. With 21.5 million cable customers, 7.4 million high-speed Internet customers, and 1.2 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable networks and in the delivery of programming content.

The Company's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, Outdoor Life Network, G4, AZN Television, PBS KIDS Sprout, TV One and four regional Comcast SportsNets. The Company also has a majority ownership in Comcast-Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia. Comcast Class A common stock and Class A Special common stock trade on The NASDAQ Stock Market under the symbols CMCSA and CMCSK, respectively.

SOURCE Comcast Corporation