



"Kangaroo" Video-on-Demand Service

Wiggin represented Channel 4 in its joint venture with BBC Worldwide and ITV for the creation of a video-on-demand service with the working title "Kangaroo". The service will allow viewers to catch up with popular shows via broadband and will offer more than 10,000 hours of TV programming. The project, which is widely considered as being a watershed moment in the development of on-demand video media in the UK, will be a joint venture in which the three partners will have an equal share. The service will initially be available via the web where consumers will be able to catch up with recently aired shows and older archive programming. Ultimately, the aim will be to deliver Kangaroo content direct to televisions. Users will be offered programming for free, rental and buy-to-own, making Kangaroo a one-stop-shop for all BBC, ITV and Channel 4 content. The Wiggin team was led by broadcast partner, Sean James, and corporate partner, Adrian Jones, assisted by corporate assistant, Katie Southgate.