

eWORLD

Webcasts of TV features from Inpix Media

PREVIOUSLY BROADCAST

Short videos will be available to French high-speed surfers

BY KATHRYN LEGER

MONTREAL • Inpix Media Inc. yesterday became the first Canadian company to distribute over the Internet three- to five-minute video features previously broadcast on television networks.

PixTV.net, available online since yesterday, offers Internet surfers Web programs in the special interest areas of "how to," science and technology. The programs will be in a packaged format Inpix will change each week.

The on-demand video broadcast, part of the convergence of television and the Internet, is aimed at the high speed Internet access market, since lower speed access does not deliver clear sound and visuals. Current encoding of 150 kilobytes per second enables the downloading of the clips in only about two to three seconds.

Users need a minimum of 200

mHZ and a personal computer system, although Mac compatibility is imminent.

While programming now is destined only for French-speaking surfers, Normand Bélisle, the Inpix chief executive, said the company plans to offer English programming in the next 12 months, following partnerships with the conventional broadcast industry and independent producers.

Inpix, which spent two years developing the back end for its non-proprietary technology production and broadcast set-up, said \$6-million of financing will cover operations for the next 24 months as it works to expand its production and distribution activities.

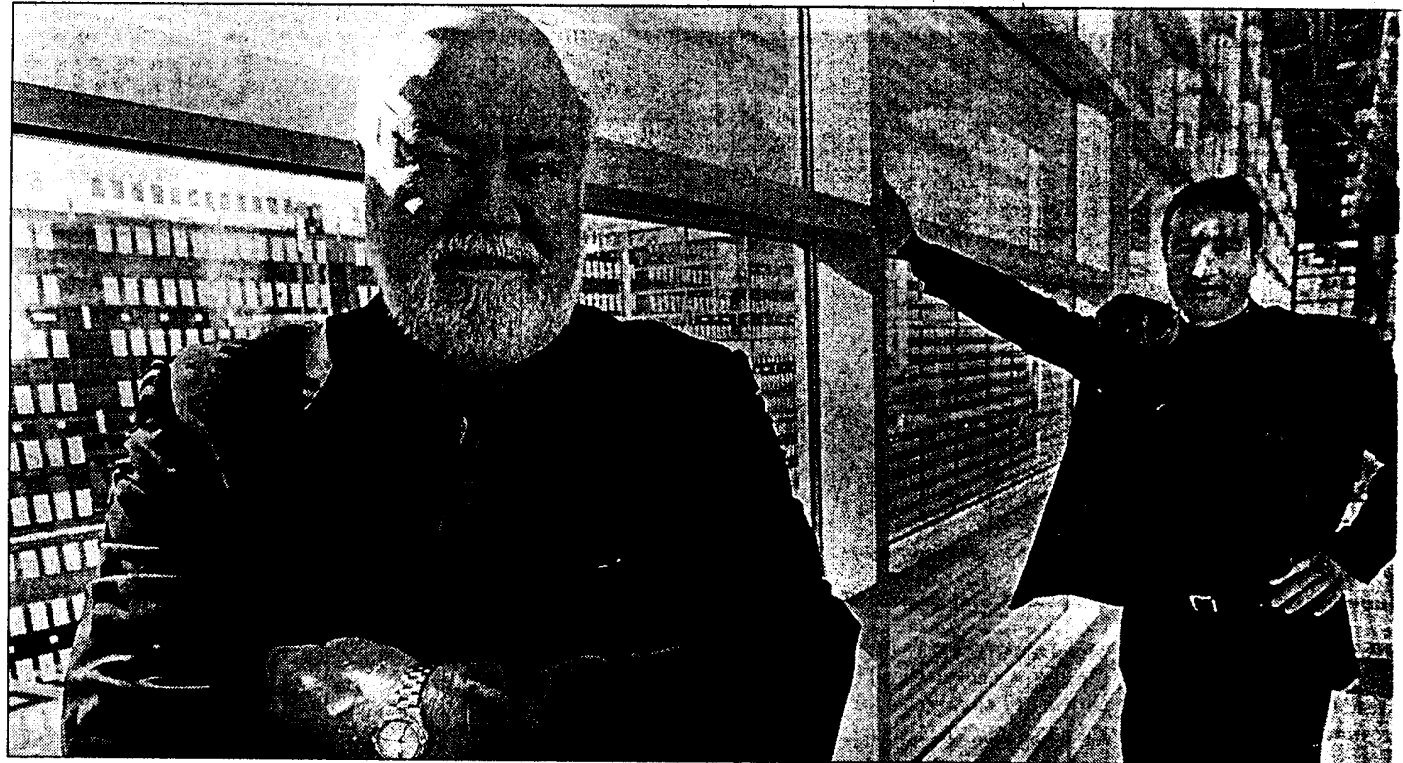
Profitability is expected within the next two years, Mr. Bélisle said, as Inpix introduces video advertisements with interactive features to the site. Eventually, there will be a library of video clips using jukebox and pay-per-view concepts.

Inpix said its offering is unique because other Internet broadcast sites use content they produce themselves, a much more expensive proposition.

Content partners include Groupe Pixcom, two large independent television producers, and VM Productions of France.

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Hubert Harel, left, Inpix Media president, and Normand Bélisle, the CEO, expect their business to be profitable within two years.

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