



MSP APPOINTS GRAHAM SARGOOD AS NEW CEO

20th January 2012, London

Media Service Provider Ltd. (MSP) today announces that **Graham Sargood**, previously a non-executive director of the company, has joined the business full time as CEO, replacing co-founder Paul Hitchman, who remains a director of the business but has handed over operational responsibilities to Graham.

Graham Sargood is a Media and Telecoms executive with more than 20 years experience at leading UK and international Operators. Graham was Director of Technology and Engineering at Telewest (1998-2000), Executive Director and Director of Engineering and Operations at Bulldog Communications (2000-03), and since 2004 has provided high level strategy, finance, regulatory, and products and technology consultancy to numerous Operators including NTL Business, Virgin Media, Monaco Telecom, Cable & Wireless Communications M&I Region, Wanadoo, as well as to Deloitte. Graham also co-founded his own emerging markets Telecomms Company, iios Communications, building revenues to \$18M per annum within 3 years. Graham successfully led the sale of this company in 2008. Over the last 10 years Graham has been on the advisory board of several Telecoms companies in Europe and the US.

Graham was originally retained as a consultant by MSP and joined the board at the beginning of 2011. Graham has designed, developed, implemented and operated leading edge, carrier grade services for a number of Telecoms businesses, both Consumer and Enterprise, and will bring that experience and international contact base to his new role at MSP.

MSP's next generation Music-On-Demand platform powers consumer music services for clients including ISPs, Cable and Mobile operators. The MSP platform is white label, fast to implement and can flexibly deliver any combination of business models via digital networks, including subscription, "freemium", added-value bundles and pay-per-download. The MSP platform offers Operator clients an end-to-end solution, from billing and account provisioning, right through to content management, data reporting, and customer support.

MSP's first major ISP client was eircom, whose MusicHub music subscription service, powered by MSP, launched in December 2010. MSP will shortly be announcing the launch of its next major customer service. MSP recently completed the development of its Mobile applications for both Apple iOS and Android, and has started the integration work for IPTV platforms and web enabled TVs.

Paul Hitchman, outgoing CEO of MSP commented: "*Graham brings a wealth of Telecoms and Media experience to MSP, and having worked with him closely for the last 4 years I am confident that he will excel in his new operational role at the company*".

Graham Sargood commented: "*MSP is poised to accelerate its growth in 2012 with the roll out of further services across multiple territories and user platforms. I am very much looking forward to working with the existing team at MSP to fulfil the opportunities the company has to move to the next level of growth and product evolution.*"

For more information please contact:

Graham Sargood

MSP, 8-10 Rhoda Street, London, E2 7EF, UK

T: +44 (0)20 7729 4797

E: info@mediasp.com

About Media Service Provider (MSP):

MSP moves digital distribution of music and other media into a new era. The MSP broadband music solution offers ISPs and other Operators a white-labelled, managed broadband music service and enables partners to capture the value in online music that currently remains un-monetised. ISPs benefit through incremental revenues, reduced churn, and competitive differentiation. Consumers are empowered to use digital technologies to enjoy as much music as they wish, with rights owners remunerated.

<http://mediasp.com>