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Leading Web TV Service iBall Breaks New Audience Record

The new daily web TV service from Interactive Investor, iBall (<http://iball.iii.co.uk/>), has seen its audience more than double over the last month. Viewing figures for the maverick financial news channel reached a high of over 5,000 during its 'Bank Week', which turned the spotlight on some of the UK's best known financial institutions including Halifax Bank of Scotland (HBOS) and Royal Bank of Scotland (RBS).

iBall is fronted by former BBC, ITN and Sky News anchor Alison Bell and is accessible via YouTube, MySpace, iTunes, Veoh and blip.TV. iBall is owned by Interactive Investor (www.iii.co.uk), the UK's leading personal finance and investment website.

Chris Gawor, Sales Director at Interactive Investor said:

"We all know that the user take up of online TV shows has grown significantly over the past 12 months, and that is borne out by the surge in iBall's ratings recently. What iBall succeeds in is engaging with that elusive affluent private investor audience who are attracted to the show's format because it delivers serious investment advice in an entertaining fast paced environment."

iBall produces a daily programme, turning its focus on companies from Ryanair to Mothercare, and interviewing financial journalists such as Martin Waller of the Times and freelance writer Rodney Hobson. Programmes this week include features on Neutrahealth plc, and Reckitt Benckiser. The top-rated iBall show can be viewed here: <http://iball.iii.co.uk/2008/05/29/rights-issue-hbos-rbs/>

Following on from the success of 'Bank Week', iBall will run an 'Energy Week' from 7-11 July, looking at companies such as Shell, Cairn Energy, ITM Energy and EDF.

Nielsen/Netratings figures from 2007 found that Interactive Investor is one of the top ten UK websites for wealthy users. Around half of [www.iii.co.uk's](http://www.iii.co.uk) users are from a household with an annual income of £50,000 or more.

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About iBall

iBall is available at <http://iball.iii.co.uk/>. It produces a daily five minute show which looks beneath the financial headlines and explores the hidden stories behind the UK's 2500 listed companies.



About Interactive Investor

Interactive Investor is the UK's leading personal finance and investment website (www.iii.co.uk). From share dealing to savings, and from ISAs to mortgages, Interactive Investor provides independent tools and information to enable consumers to address all their investment and personal finance needs. Interactive Investor has 1.6 million registered account holders and 500,000 regular monthly users. Interactive Investor Trading Limited, trading as "Interactive Investor", is authorised and regulated by the Financial Services Authority.

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