

JUMPTV INCREASES REVENUE 17%, REDUCES LOSS IN Q2 2007 VS Q1 2007

TORONTO-- August 10, 2007 - JumpTV Inc. ("JumpTV" or the "Company") (TSX, AIM: JTV), a leader in broadcasting international television and sports over the Internet, today announced quarterly results and selected financial metrics for the quarter ended June 30, 2007.

For the quarter ended June 30, 2007 revenue was US\$1,175,924, an increase of 175% from US\$426,998 in the same period a year ago. Sequentially, revenue increased 17% from US\$1,003,146 in the first quarter 2007. Of the US\$1.175 million in revenue approximately US\$120,000 was advertising/syndication-related revenue.

The net loss for the three months ended June 30, 2007 was US\$6,514,301 or US\$0.13 per basic and diluted share, a 1% increase compared to US\$6,449,005 or US\$0.31 per basic and diluted share for the same period a year ago. Quarter over quarter net loss decreased by 8% from US\$7,085,166 or US\$0.18 per basic and diluted share in the quarter ended March 31, 2007.

The net loss during the quarter included approximately US\$1.26 million of M&A and severance related expenses.

As of June 30, 2007 JumpTV had 302 channel partnerships compared to 204 channels as of June 30, 2006 and 280 channels as of March 31, 2007.

Subscriptions were 34,148 as at June 30, 2007 down 1% from 34,496 as at March 31, 2007 and subscribers were 29,968 as at June 30, 2007 down less than 1% from 30,062 as at March 31, 2007. The Company had expected a significantly higher reduction in subscriptions and subscribers during the period due to the free-to-consumer launch of approximately 100 of its heretofore subscription-based channels in the United States. However, the addition of new content and the growth in the Company's non-U.S. subscriber base compensated for the loss of U.S. subscribers.

Churn for the three months ended June 30, 2007 was 13.3%, up 6% from 12.5% for the three months ended March 31, 2007.

For the second quarter of 2007, JumpTV's subscriber acquisition costs (SAC) were US\$33.69, a decrease of 34.9% compared to US\$51.72 in the first quarter of 2007. The Company continues to test various marketing initiatives. An increased focus on search engine optimization (SEO) contributed to the decrease.

Average monthly revenue per user (ARPU) was US\$11.42 in the quarter ending June 30, 2007, a less than 1% decrease from US\$11.52 in the first quarter of 2007.

JumpTV chairman and chief executive officer G. Scott Paterson commented, "JumpTV is focused on our path to profitability. We believe we have put in place the strategic pieces and are focused now on execution and operations."

He added, "Our free-to-consumer launch has resulted in viewership of free channels reaching approximately 40 million minutes per month within two months of launch. We are confident that this has positioned JumpTV to obtain advertising revenues over the next several quarters."

The Company reports the following recent developments for JumpTV:

1. In late May 2007 we launched selected channels on a free-to-consumer, ad supported basis in the United States. As at June 30, 2007 we offered 108 channels free-to-consumers. During Q3 and Q4 2007 we intend to continue to add to the free offerings in the U.S. and assess the merits of offering selected content on a free-to-consumer basis in Canada and the United Kingdom (the Company's second and third largest markets).
2. Partially as a result of the free-to-consumer launch in the U.S., the Company has experienced, on average, 2.5 million viewing minutes per day, 2 million ad impressions per day while average duration of user session has remained at approximately 40 minutes.
3. We secured rights to additional cross-cultural content including channels in the Middle East, Sub-Saharan Africa and Europe, sporting properties such as the FIFA World Cup Matches in Canada and global production studios such as Arab Telemedia Services.
4. We signed and implemented distribution partnerships with AOL Video, which currently offers 108 JumpTV channels on a free-to-consumer basis in the U.S., and extended our relationship with Terra Networks to include Terra U.S., a leading Hispanic portal in the U.S., currently offering 50 JumpTV channels.
5. We launched and implemented our 'Jumper' API media player, introduced social networking features on JumpTV.com such as live chat alongside our channel feeds, built out our ad-serving infrastructure allowing us to serve video and banner ads from direct sales and third-party ad networks across the JumpTV website and deployed Jumpers on the Internet at large.
6. We further invested in and improved our global content delivery network (CDN), lighting up teleports/distribution points in Hong Kong, Singapore and Los Angeles while upgrading London and Miami hubs.
7. We filled executive roles in network operations, marketing and ad sales operations.
8. We went through a comprehensive operational review, resulting in process improvement, reduction in headcount and an approximate 30% cut in structural operating costs.

Kaleil Isaza Tuzman, president & COO of JumpTV, stated, "JumpTV has gone through a number of changes over the last quarter, launching nearly a third of our ethnic TV channels for free in the United States, introducing the first-generation 'Jumper' on distribution partners' sites and reducing our structural operating costs by approximately 30%--which should be clearer in Q3 and Q4 results given the cost reduction process was completed at the end of Q2."

Isaza Tuzman continued, "We reduced our go-forward overhead expenses while improving network quality and making product development advances during the quarter. We are pleased that through this period of transition revenues have expanded modestly."

Subsequent to the June 30 quarter close, JumpTV announced that it had entered into a definitive agreement to acquire the Broadband Network business unit of XOS Technologies Inc., based in Sanford, Florida, through an asset purchase agreement for US\$60.25 million in cash.

The Broadband Network business unit of XOS is one of the largest online global sports networks streaming thousands of NCAA games including football, men's and women's basketball, volleyball, baseball and track & field events. The Broadband Network business unit currently has more than 150 official and exclusive broadband relationships with U.S. colleges, universities, conferences and professional sports teams including programs within the SEC, Big 12 and Big 10, amongst other NCAA Division I conferences. In addition to live streaming, the XOS Broadband Network specializes in custom-brand site design and Web hosting for its partner teams and athletic departments with a technology platform that includes Internet publishing tools, streaming video and audio on demand, e-commerce solutions, online ticketing, mobile capabilities, and social networking technologies.

The Company announced yesterday that an agreement has been reached to acquire Cycling TV (Cycling.tv), an online video network offering dedicated cycling content to the global cycling audience.

Paterson commented on the recent acquisitions, "We have consistently stated that selected strategic acquisitions were part of our operating plan in order to augment relevant content, product capabilities and audience reach. The XOS Broadband Network and Cycling TV acquisitions underline our focus as a Company on hard-to-find live content, like sports and news, for out-of-market audiences."

Isaza Tuzman continued, "Now whether you are a Peruvian living in Madrid, an Ohio State grad living in Oregon, or a professional cycling fan in Singapore, JumpTV is always on for you, delivering the content you love, on any IP-enabled device."

In future quarterly financial releases, JumpTV anticipates augmenting its key performance indicators (KPIs) to better reflect its hybrid, subscription and ad-based business model. This will likely involve disclosure of quarter over quarter stream views

and minutes watched, and may result in the elimination of one or more subscription-only operating metrics.

The Company will hold a conference call to discuss Q2 results, as well as the details of its acquisition of Cycling TV today, August 10, 2007, at 9:00am EDT and 2:00pm GMT. To participate in the call, interested parties can use the following dial-in numbers: U.S. and Canada – 800.657.1263 or International – +1 973.633.8200; conference code – 9123576. Callers are suggested to dial-in at least 5 minutes prior to the call.

About JumpTV

Live Television From Around the World – online, anytime, anywhere.

JumpTV (AIM, TSX: JTV) is a leading distributor of live Internet television. With over 300 TV channels from 75+ countries, JumpTV delivers full-screen sports, news and entertainment content on a real-time basis from all corners of the globe to computers, Internet-enabled TV sets, IP set-top-boxes and cell phones with browser access.

Forward Looking Statements

This news release contains forward-looking statements that involve significant risk, uncertainties and assumptions. Many factors could cause actual results, performance or achievements to differ materially from the results discussed or implied in the forward-looking statements. These factors should be considered carefully and readers should not place undue reliance on the forward looking statements. These forward looking statements are made as of the date of this news release, and the Company assumes no obligation to update or revise them to reflect new events or circumstances. Many factors could cause the actual results, performance or achievements of the Company to be materially different from any future results, performance and achievements that may be expressed or implied by such forward looking statements, including: general economic and market segment conditions, competitor activity, product capability and acceptance, international risk and currency exchange rates and technology changes. More detailed assessment of the risks that could cause actual results to materially differ from current expectations is contained in the “Risk Assessment” section included in the Company’s MD&A in respect of the year ended December 31, 2006 posted on www.sedar.com.

Key Performance Indicators and Other Measures

JumpTV is not aware of any uniform standards for calculating subscriptions, subscribers, ARPU, SAC, Churn and channels signed and we believe that JumpTV’s presentation of these measures may not be calculated consistently with other companies in the same or similar business. Moreover, these measures are of operational performance and not measures of financial performance under generally accepted accounting principles. All other financial measures referenced herein have been prepared in accordance with Canadian generally accepted accounting principles.

JumpTV Inc.**CONSOLIDATED BALANCE SHEETS**

[unaudited]

[Expressed in U.S. dollars]

As at	June 30, 2007	December 31, 2006
	\$	\$
ASSETS		
Current		
Cash	127,638,918	21,936,878
Short-term investments	117,325	28,115,378
Accounts receivable	126,300	—
Other receivables	1,003,273	723,621
Prepaid expenses and deposits	1,213,844	1,178,119
Funds held in trust	14,884	—
Due from related party	6,863	—
Total current assets	130,121,407	51,953,996
Property, plant and equipment, net	3,486,958	1,269,488
Intangible assets	1,594,270	312,140
Goodwill	116,621	102,069
Other assets	729,401	161,246
Deferred direct broadcast operating costs, net	44,007	61,605
	136,092,664	53,860,544
LIABILITIES AND SHAREHOLDERS' EQUITY		
Current		
Accounts payable and accrued liabilities	2,490,003	3,950,284
Bank loan	—	1,287,150
Due to related party	—	14,676
Accrued license fees	192,498	106,916
Accrued professional fees	1,176,751	371,782
Accrued stock appreciation rights	449,653	1,087,760
Deferred revenue	280,604	205,314
Income taxes payable	86,750	61,800
Total current liabilities	4,676,259	7,085,682
Deferred rent	277,092	18,502
Total liabilities	4,953,351	7,104,184
Shareholders' equity		
Share capital	171,689,822	75,227,648
Contributed surplus	4,465,580	2,937,219
Accumulated other comprehensive loss	(40,355)	(32,240)
Accumulated deficit	(44,975,734)	(31,376,267)
Total shareholders' equity	131,139,313	46,756,360
	136,092,664	53,860,544

JumpTV Inc.

CONSOLIDATED STATEMENTS OF OPERATIONS

[unaudited]

[Expressed in U.S. dollars]

	Three months ended June 30,		Six months ended June 30,	
	2007	2006	2007	2006
	\$	\$	\$	\$
Revenue	1,175,924	426,988	2,179,070	777,496
Direct broadcast operating costs	(1,551,330)	(480,681)	(2,911,589)	(731,011)
	(375,406)	(53,693)	(732,519)	46,485
Other costs and expenses				
Selling, general and administrative	6,739,486	5,864,555	13,268,378	9,220,197
Stock-based compensation	793,737	561,199	1,949,839	1,327,380
Amortization of property, plant and equipment	136,707	25,918	215,883	47,851
Amortization of intangible assets	9,908	—	19,816	—
	7,679,838	6,451,672	15,453,916	10,595,428
Loss before the following:	(8,055,244)	(6,505,365)	(16,186,435)	(10,548,943)
Loss on foreign exchange	(132,117)	(16,625)	(86,303)	(8,301)
Investment income, net	1,682,560	84,985	2,698,221	156,102
Loss before income taxes	(6,504,801)	(6,437,005)	(13,574,517)	(10,401,142)
Provision for income taxes	9,500	12,000	24,950	25,000
Net loss for the period	(6,514,301)	(6,449,005)	(13,599,467)	(10,426,142)
Loss per weighted average number of shares outstanding - basic and diluted	(0.13)	(0.31)	(0.31)	(0.52)
Weighted average number of shares outstanding - basic and diluted	48,531,087	21,054,579	44,326,196	19,871,859

JumpTV Inc.

CONSOLIDATED STATEMENTS OF CASH FLOWS

[unaudited]

[Expressed in U.S. dollars]

	Three months ended June 30,		Six months ended June 30,	
	2007	2006	2007	2006
	\$	\$	\$	\$
OPERATING ACTIVITIES				
Net loss for the period	(6,514,301)	(6,449,005)	(13,599,467)	(10,426,142)
Adjustments to reconcile net loss to net cash provided by (used in) operating activities				
Amortization	260,978	58,213	437,008	98,745
Unrealized gain on short-term investments	(9,062)	—	(10,062)	—
Stock-based compensation, excluding change in accrued stock appreciation rights as noted below	1,484,267	561,199	2,588,752	1,327,380
Amortization of deferred direct broadcast operating costs	31,396	8,800	62,790	17,599
	(4,746,722)	(5,820,793)	(10,520,979)	(8,982,418)
Changes in operating assets and liabilities				
Accounts receivables	(126,300)	—	(126,300)	—
Other receivables	(266,041)	(196,721)	(306,093)	(211,145)
Prepaid expenses, deposits and other assets	43,957	(325,844)	329,021	(478,943)
Funds held in trust	216,191	—	(14,884)	—
Accounts payable and other accrued liabilities	(1,253,887)	1,697,951	(1,613,228)	2,208,303
Due to related parties	558	(102,535)	(21,539)	(109,898)
Accrued license fees	41,920	(3,513)	85,582	(37,795)
Accrued stock appreciation rights	(699,459)	—	(638,107)	—
Accrued professional fees	(359,896)	(68,264)	804,969	(65,675)
Deferred revenue	3,709	13,889	75,290	24,585
Income taxes payable	9,500	12,000	24,950	25,000
Deferred rent	141,056	—	258,590	—
Cash used in operating activities	(6,995,414)	(4,793,830)	(11,662,728)	(7,627,986)
INVESTING ACTIVITIES				
Redemption of short-term investments, net	—	—	28,000,000	—
Purchase of equipment	(359,904)	(445,306)	(2,439,840)	(703,721)
Acquisition, net of cash acquired of \$3,308	4,202	(360,760)	(147,638)	(360,760)
Cash provided by (used in) investing activities	(355,702)	(806,066)	25,412,522	(1,064,481)
FINANCING ACTIVITIES				
Proceeds from share issuances, net	(7,973)	—	93,096,698	7,998,646
Repayment of bank loan	—	—	(1,287,150)	—
Deferred share issue costs	—	(270,875)	—	(270,875)
Redemption of Class C common share	—	—	—	(1)
Proceeds from exercise of stock options	51,634	12,500	127,898	600,046
Proceeds from exercise of warrants	14,800	—	14,800	—
Other	—	(5,317)	—	—
Cash provided by (used in) financing activities	58,461	(263,692)	91,952,246	8,327,816
Net increase (decrease) in cash during the period	(7,292,655)	(5,863,588)	105,702,040	(364,651)
Cash, beginning of period	134,931,573	10,973,989	21,936,878	5,475,052
Cash, end of period	127,638,918	5,110,401	127,638,918	5,110,401

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