



News Release  
Embargoed until: 11 Nov 2008

## Mobrio's ugc.tv platform powers e-skills UK's BigAmbition site

Mobrio, the UK's leading user-generated content services company, has concluded a licensing deal to power e-skill UK's **BigAmbition** web site ([www.bigambition.co.uk](http://www.bigambition.co.uk)) with its state-of-the-art **ugc.tv** user-generated content software platform.

**BigAmbition** is a branch of e-skills UK, a not-for-profit, employer-led organisation, licensed by government as the Sector Skills Council for IT and Telecoms.

**BigAmbition** is a revolutionary programme whose primary strategy is to attract teenagers towards education and careers within the IT sector. No easy task when you realise that for teenagers IT is synonymous with the *IT Crowd!*

The initiative focuses on helping 14-19 year olds make informed choices in an inspiring and accessible way, stimulating demand among young people for technology-related degrees and careers plus improving the gender imbalance in IT.

The **BigAmbition** site is designed to be both high impact and student-centred. It is goal-orientated, intuitive, accessible and useful in that it can be tailored to individual needs and wants. **BigAmbition** offers a wide range of interactive features as well as articles about specifically targeted technology relevant to the teenage audience – social networking, gaming, fashion, music and so on – in order to show young people that technology forms a crucial element in their lives and that careers in IT can be both relevant and rewarding.

Greg Welch, BigAmbition Programme Manager at e-skills UK commented “Young people use technology so much in their everyday lives. BigAmbition is full of information about how they can build on that interest with a variety of exciting, well paid careers in technology. Mobrio's **ugc.tv** software helps make the site interesting and user-friendly.”

“We are delighted that such a prestigious central government agency such as e-skills UK selected our **ugc.tv** software platform to power one of its most important web sites.” remarked Julian Swallow, CEO of Mobrio. “We know that they undertook an exhaustive evaluation when selecting their UGC platform vendor and it is rewarding to know that we came out on top.” added Swallow.

## **About e-skills UK**

**e-skills UK** is a not-for-profit , employer-led organisation, licensed by government as the Sector Skills Council for IT and Telecoms.

e-skills UK's mission is to ensure the UK has the skills it needs to compete in the global economy. e-skills UK brings together employers, educators and Government to address together the technology-related skills issues no one party can solve on its own. It provides advice, services and programmes that have a measurable impact on IT related skills development in the UK.

To find out more about e-skills UK, visit [www.e-skills.com](http://www.e-skills.com).

## **About Mobrio**

Mobrio is the UK's leading user-generated content services company. The company designs, builds, manages and supports all the necessary components to enable organisations and brands to integrate user-generated content into their customer-facing web sites.

Some of the largest digital media and entertainment organisations in the world use Mobrio solutions. These include AOL, Harper Collins, ITV, MTV, Sky News, UKTV and Virgin Media.

Privately owned, the company is headquartered in London, England and operates a moderation centre in Kiev, Ukraine.

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