FORM 51 – 102 F3

MATERIAL CHANGE REPORT

1. Name and Address of Company:

JumpTV Inc. (the "Issuer")
463 King Street West, 3rd Floor
Toronto, ON M5K 1V4

2. Date of Material Change:

February 19, 2008.

3. News Release

A press release disclosing the material change was issued through the facilities of Marketwire on February 19, 2008, attached hereto as Schedule "A".

4. Summary of Material Change:

The Issuer announced the following appointments: Nada Usina, President (effective immediately); Blair Baxter, Chief Financial Officer, (effective April 1, 2008); Elmer Sotto, Vice President, Product and Business Operations (effective February 19, 2008); and Jay Howard, Vice President and General Counsel (effective March 3, 2008).

5. Full Description of Material Change

The Issuer announced that as a part of the execution of its recently announced strategic plan (please see the press release of the Issuer dated February 14, 2008), it has appointed Nada Usina – formerly President of JumpTV Sports, a division of the Issuer – President of the Issuer, effective immediately. The Issuer has also rounded out its executive team by making the following key additions to its executive team:

Blair Baxter has been appointed Chief Financial Officer effective April 1, 2008, when interim chief financial officer, Jason Reid, transitions out of his current position. Prior to joining the Issuer, Mr. Baxter served as chief financial officer at Burntsand, Inc., a publicly traded business consulting and technology services firm. Prior to that, Mr. Baxter held the role of president of Choreo Systems Inc.

Elmer Sotto has been appointed Vice President, Product and Business Operations, effective February 19, 2008. He will be responsible for creating and implementing the Issuer's product strategy with a particular focus on enhancing user engagement, interactivity and satisfaction. Prior to joining the Issuer, Mr. Sotto acted as head of marketplace development at eBay Canada where he was instrumental in establishing eBay's leading online presence in Canada. Mr. Sotto also launched and ran Compaq Canada's e-commerce service.

Jay Howard has been appointed Vice President and General Counsel effective on March 3, 2008. In this role, Mr. Howard will be responsible for providing strategic counsel and overseeing all legal matters affecting the company. He will also serve as the Issuer's corporate secretary. Previously, Mr. Howard was corporate counsel at CTV Bell Globemedia, one of Canada's largest private broadcasters. He also served as legal counsel at 724 Solutions after beginning his career at McCarthy Tetrault LLP.

6. Reliance on subsection 7.1(2) or (3) of National Instrument 51-102:

Not Applicable

7. Omitted Information:

Not Applicable

8. Executive Officer:

For further information, please contact Jordan Banks, Chief Executive Officer of JumpTV Inc. 647.426.1241.

9. Date of Report:

DATED at Toronto, Ontario the 25th day of February, 2008.

SCHEDULE "A"

JumpTV Announces New Additions to Executive Team

New Executive Team to Implement Company's Strategic Plan; Company Targets Cash Break-Even by End of Calendar 2008; Shareholder Call Scheduled for February 21, 2008; Company to Deliver 2007 Financial Results on March 26, 2008

TORONTO -- (MARKET WIRE) -- 02/19/08 -- JumpTV Inc. (TSX: JTV) (AIM: JTV), a leading broadcaster of sports and international television over the Internet, announced that it has rounded out its new executive team to help execute the Company's recently announced strategic plan. Key additions to the Company's executive team include: Blair Baxter, chief financial officer; Elmer Sotto, vice president, product and business operations; and Jay Howard, vice president and general counsel. JumpTV has appointed Nada Usina to president of JumpTV Inc. from president of JumpTV Sports. All of these executives will primarily be located in the company's Toronto headquarters.

Blair Baxter will serve as chief financial officer commencing in April 2008, when interim chief financial officer, Jason Reid, transitions out of his current position. Mr. Baxter will be responsible for all aspects of financial compliance, reporting and accounting. Prior to joining JumpTV, Mr. Baxter served as chief financial officer at Burntsand, Inc., a publicly traded business consulting and technology services firm. Prior to that, Mr. Baxter held the role of president at Choreo Systems Inc.

Elmer Sotto will serve as vice president, product and business operations. He will be responsible for creating and implementing the company's product strategy with a particular focus on enhancing user engagement, interactivity and satisfaction. Prior to joining JumpTV, Mr. Sotto acted as head of marketplace development at eBay Canada where he was instrumental in establishing the eBay's leading online presence in Canada. Mr. Sotto also launched and ran Compaq Canada's e-commerce service.

Jay Howard will serve as vice president and general counsel beginning in March 2008. In this role, Mr. Howard will be responsible for providing strategic counsel and overseeing all legal matters affecting the company. He will also serve as the Company's corporate secretary. Prior to joining JumpTV, Mr. Howard was corporate counsel at CTV Bell Globemedia, one of Canada's largest private broadcasters. He also served as legal counsel at 724 Solutions after beginning his career at McCarthy Tetrault.

"To successfully execute against our new strategic focus and to ensure JumpTV maintains its position as an industry leader, we were looking to enhance our executive team with thought leaders who could help us realize the potential of our new vision for the company," said Jordan Banks, chief executive officer of JumpTV. "Blair, Elmer and Jay bring to JumpTV a wealth of experience which will make them invaluable additions to our newly constituted executive team."

Banks continued, "One of the keys to our future success at JumpTV will be to continue to work closely with our partners in monetizing and expanding our portfolio of high-value sports and Hispanic content. To that end, Nada Usina's expanded role as president will be one where she leverages her long history of success maximizing the value of online and mobile properties through her experience at companies that include Broadcast.com, Yahoo!, and Nokia. As one of the most admired executives in this space, Nada is perfectly positioned to flourish in her new role."

Banks also noted "We are grateful to Jason Reid who agreed to act as our interim CFO back in early 2007. Jason has played an important role in JumpTV's evolution having served admirably since May 2005."

As previously outlined in the Company's new strategic plan, JumpTV will aggressively focus on attaining profitability. With its new executive team in place and its new strategy ready to be executed, the Company has targeted cash break-even on a monthly basis by the end of 2008.

A shareholder call is scheduled for Thursday, Feb. 21, 2008 at 9 a.m. ET. Call in numbers are as follows:

Toronto Local / International: +1-416-849-2698
North American Toll-Free: 1-866-400-2270
UK Toll-Free: 0808-234-1382

The company also announced it will be delivering its 2008 financial results on March 26, 2008. Call in details will be provided at a future date.

About JumpTV

JumpTV (http://www.jumptv.com, http://www.collegesportsdirect.com) is a world leading broadcaster of sports and international television over the Internet. JumpTV streams over 10,000 live sports events per year in partnership with over 175 sports properties and also streams over 250 television channels from 70+ countries around the world. JumpTV delivers its users full-screen sports, news and entertainment content on a real-time basis to all corners of the globe via ordinary Internet connections on their home computers and laptops.

Forward-looking statement

Certain statements herein may constitute forward-looking statements, including those identified by the expressions "may," "will," "should," "could," "anticipate," "believe," "plan," "estimate," "potential," "expect," "intent" and similar expressions to the extent they relate to JumpTV or its managements. These statements reflect JumpTV's current expectations and are based on information currently available to management. These forward-looking statements are subject to a number of risks, uncertainties, assumptions and other factors that could cause actual results or events to differ materially from current expectations, including the matters discussed under "Risk Factors" contained in JumpTV's prospectus (admission document) dated August 1, 2006 and the matters discussed under "Risk Factors" contained in JumpTV's final short form prospectus dated February 19, 2007. These forward-looking statements are made as of the date hereof, and JumpTV assumes no obligation to update or revise them to reflect new events or circumstances.

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