

Agreement on digital film delivery**MEDIA BROADCAST enables Cineplex cinemas in Germany to offer expanded and attractive content**

Bonn, 09 September 2009 – MEDIA BROADCAST and the Cineplex Group in Germany, a consortium of financially independent medium-sized cinema companies which is one of the largest cinema providers in Germany, have concluded an agreement on collaboration in the area of digital film delivery via satellite. For the affiliated Cineplex cinema operators, this agreement opens up the opportunity of using the MEDIA BROADCAST delivery platform for relaying digital cinema films and alternative content. This will offer both distributors and providers of alternative content (such as operas, concerts and sports events) a new option for bringing content to the big screen throughout Germany. Cinema operators can thus create flexible and attractive cinema content. The business relationship between the distributor and the cinema operator remains unaffected by this, as films will continue to be booked directly by the cinema operator with the distributor.

“As innovative cinema operators we have already shown in the past how real cinema experiences can be created for moviegoers throughout Germany. The digitisations of our cinemas and the 3-D movie experience have already been launched with success. Through the cooperation agreement concluded with MEDIA BROADCAST we are focussing on proven solutions in order to further reinforce and extend the attractiveness of our cinemas by means of additional content”, according to Kim Ludolf Koch, Director of Cineplex Deutschland.

“MEDIA BROADCAST is delighted about this agreement, which is the fruit of our successful cooperation over recent years with Cineplex’s “Admiral Filmpalast” cinema in Nuremberg, amongst others. Thousands of successful showings and reliable transmissions of digital films (DCPs) and live events in the cinemas have shown that not only cinema operators, but also distributors and suppliers of alternative content can rely on our services”, added Helmut Egenbauer, CEO of MEDIA BROADCAST.

MEDIA BROADCAST is making special reception technology available to the digitized cinemas free of charge. These satellite transmission platforms are open for use by any cinema operators wishing to present digital films and alternative contents in their cinemas.

Performance in line with DCI

MEDIA BROADCAST has structured its digital cinema offering in line with the international principles of the DCI. This centres on a hardware and software solution which incorporates the entire process for the distribution of digital content. The transmission of the encrypted films, so-called Digital Cinema Packages (DCP), takes place via satellite to the catch server systems in the cinemas, from where the films are further relayed using special processes to the server systems of the cinema operators, which are used to play the films. Furthermore, the system supports all the relevant features of a fully documentable workflow. MEDIA BROADCAST is involved in digital cinema as part of both domestic and international projects and committees.

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MEDIA BROADCAST is Germany's biggest full-service provider in the broadcasting and media industry. As part of its core business, the company manages, installs and operates multimedia transmission platforms for television and radio, based on state-of-the-art broadcasting, cable and satellite networks, both nationally and around the globe.

MEDIA BROADCAST fully supports around 750 national and international customers: public and commercial broadcasters, TV and radio production companies, international broadcasters and network operators, media organisations and the cinema industry.

MEDIA BROADCAST is part of TDF Group, a major service provider of IT, telecommunications and broadcast solutions and terrestrial networks in Europe. Information on MEDIA BROADCAST can be found at www.media-broadcast.com; information on TDF Group is available at www.tdf.fr.

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