



THE DIGITAL ENTERTAINMENT GROUP

DEG[®]

**MEMBERSHIP
INFORMATION**

www.DEGonline.org

getinfo@degonline.org

**ADVANCING
THE FUTURE OF
HOME
ENTERTAINMENT**

DEG WHY JOIN?

“The DEG is the critical cross-industry forum that brings together senior management to collectively solve problems, coalesce around challenges, and speak with one voice to our core audiences. Our industries would simply not be as successful as they have been without the DEG; it’s an essential organization to all of us...”

—Ron Sanders, President, Warner Bros. Worldwide Home Entertainment Distribution



JOIN THE CONVERSATION

Membership in DEG puts you in the room with industry decision makers for discussions on current trends, emerging technologies and platforms, and provides valuable opportunities to network and communicate your company’s perspective on key topics.

IMPACT CHANGE

DEG is an active community with ample opportunity for members to collaborate on initiatives and support DEG Committees whose work steers our industry into the future.

GET EDUCATED

DEG is the best place to learn about new platforms and technologies, services and business opportunities, often directly from the people involved in bringing them to market.



MEMBERS

CHARTER MEMBERS



MEMBERS



INDUSTRY-LEADING INITIATIVES

“DEG is a champion of innovation, and a leading advocate for marketplace adoption of exciting new home entertainment technologies, products and services. It understands how to bring together content companies, device makers and technology developers to develop broad reaching business solutions that promote the growth of new products and services, and educate the market about new entertainment experiences.”

—Darren Stupak, EVP US Sales & Distribution, Sony Music Entertainment

DIGITAL TRACKER

DEG's Digital Tracker is a first-of-its-kind, industrywide digital entertainment reporting system that aggregates worldwide consumer transactions of movies and TV shows on a weekly basis. Major studios, TV networks and other content providers contribute data to the system, which allows for custom analytics on trends in the digital marketplace. Digital Tracker has become the gold standard for monitoring digital data industry sales.



DEG provides members with state-of-the-art information on 4K specifications, production and insight into the 4K workflow. Consumer electronics manufacturers and content providers work together to educate consumers on the many benefits of this next generation home entertainment technology.

DIGITAL HD

With the major motion picture studios aligned around the term “Digital HD,” ongoing efforts seek to raise consumer awareness and educate the industry on the method's many benefits. DEG leads marketing outreach designed to encourage consumers to collect filmed entertainment on a variety of platforms and services to enjoy at home and on the go.



DEG develops aggressive marketing and communications plans to drive growth for Blu-ray Disc. Efforts include Blu-ray displays at retail nationwide to help drive hardware and title sales.



DEG promotes Hi-Res Audio in an effort to socialize the format, in collaboration with CEA and The Recording Academy.



DEG supports education and consumer awareness of UltraViolet, in collaboration with DECE.



Jointly with MovieLabs, DEG executed a universally unique identifier system (EIDR) to support digital products, which now tallies 540K records in the EIDR registry.



From 2006 to today, DEG helped reduce the carbon footprint of a single DVD by 18%, eliminating 350 tons of CO₂.

EVENTS

“ The DEG is a must-join organization for any company that wants to engage with the key players in the home entertainment industry. The industry contacts we’ve made and the events we’ve attended continue to benefit Dolby year after year. ”

—Ron Geller, Vice President Worldwide Content Relations, Dolby Laboratories

MEMBERSHIP MEETINGS

DEG produces a series of General Membership meetings each year to provide top-notch networking opportunities and perspective that can’t be found elsewhere.

MEMBER ADVISORY COUNCIL PROGRAMS

MEMBER ADVISORY COUNCIL

MAC

DEG’s Member Advisory Council (MAC) creates events to educate the membership on new platforms, services and business opportunities.

HIGH-RES AUDIO EVENTS

DEG is working with the Consumer Technology Association (CTA), The Recording Academy Producers and Engineers Wing, and others to create a better understanding of the emerging digital music landscape. Projects include the Hi-Res Listening Stations at Best Buy/Magnolia stores.

DIGITAL SUPPLY CHAIN SUMMITS

DEG’s Digital Supply Chain Task Force Summits encourage studios, vendors and retailers to share key learnings and best practices. Their work is highlighted by development of an industry-wide set of standards to drive faster, cheaper, broader availability of digital assets.

CANON CLUB

DEG’s Canon Club was created to serve women in media, entertainment and technology. The Canon Club holds events designed to inspire, motivate and educate women in business.



ANNUAL RECEPTION AT CES

The only event of its kind at International CES, where leading home entertainment executives representing all aspects of the industry show their support of DEG and the home entertainment category.

EXECUTIVE SUMMITS

DEG holds executive summits for its Board of Directors and members to help identify new opportunities to grow the category.



Recent DEG Membership Meetings have featured speakers including the Los Angeles Times’ David Lazarus (l.) and Variety’s Andrew Wallenstein interviewing Needham & Co. Analyst Laura Martin (r.).



INDUSTRY INTELLIGENCE

DEG tracks and analyzes industry data, consumer trends and technology innovation for the benefit of all members.

“DEG is the premiere trade organization offering its members unprecedented collaboration with key industry executives which allows us to formulate strategies that keep our industry relevant and robust, assist in standardizing industry reporting to benchmark success, as well as study consumer behaviors in order to promote retail channels, new platforms and new products that create exciting consumer experiences.”

—Bill Clark, President, Anchor Bay Entertainment

SALES REPORTING

DEG is the industry's go-to source for tracking industry data on 4K Ultra HD Blu-ray, Blu-ray, DVD and Digital sales, and hardware penetration. These numbers are released to the media and analysts and widely reported on by news organizations and trade groups.

RESEARCH

DEG commissions high-level research to gain insight into relevant industry issues. Past studies have explored consumers' attitudes, preferences and usage of home entertainment products including digital movie and television show delivery platforms and services.



Industrywide EST revenue climbed close to 18% in 2015 to represent \$1.9 billion in consumer spending.



The number of Blu-ray homes continues to grow, with total household penetration of all Blu-ray compatible devices (including BD set-tops, PS3s and HTiBs) now at more than 104 million U.S. homes.



There are now more than 20 million UltraViolet accounts representing more than 100 million movies and TV shows collected. Most major retailers support UltraViolet.

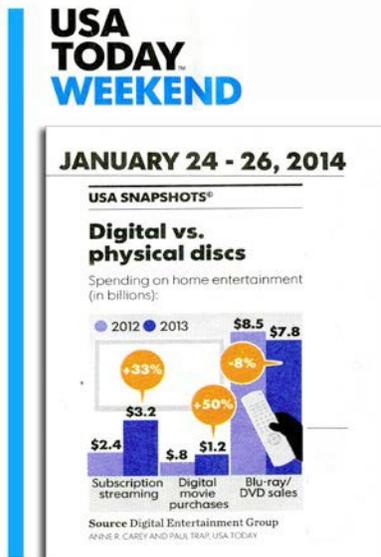
COMMUNICATIONS

“ The DEG is the industry’s prime resource and most trusted voice. It serves as the fundamental hub that connects all facets of our multi-dimensional, ever-evolving business. ”

—Eddie Cunningham, President, Universal Pictures Home Entertainment

MEDIA RELATIONS

DEG gives voice to the industry on major issues surrounding home entertainment. We maintain regular contact with business, entertainment, trade and consumer publications and news outlets, and refer our members as experts for news stories.



WEBSITE

DEG’s website (www.degonline.org) provides industry resources, news and top seller charts. Our exclusive online Directory provides members with a valuable and convenient networking opportunity.



CONSUMER & RETAILER OUTREACH, EDUCATION



DEG produces educational materials to increase awareness and adoption of products at retail or other consumer outlets. Examples include a guide on HDTV and Digital Media that explain the collaborative relationship between physical and digital media.



THE DEG DEN

The DEG DEN provides a comprehensive yet concise daily news email curated specifically for members. The DEG DEN is distributed to more than 2,000 readers each day.

TRADE OUTREACH

DEG takes a high profile at industry trade shows and events, and works with numerous conference producers including CTA, MESA, RIAA BAES, AES, LAES and *Variety*.

WAYS TO GET INVOLVED

“As we meet the increasing demands of consumers appetite for more content globally, we are grateful that we have the opportunity to work within the DEG and partner with the Technical Operations Committee to evaluate the further adoption of standards.”

—Bill Kotzman, Partner Product Manager, TV & Film, Google Play

COMMITTEES

DEG Content Council is comprised of the senior management from leading content providers. The Content Council sets the direction for major content driven initiatives within the organization.

Current priorities of the Content Council include: encouraging movie ownership – physical and digital, working with Consumer Electronic companies to build the 4K Ultra HD market, continuing to drive Blu-ray, and engaging retail partners.

MARKETING

DEG leads comprehensive marketing and communications initiatives in support of both devices, platforms and content promotion. All key products in the home entertainment space are supported, including 4K Ultra HD TV, 4K Ultra HD Blu-ray Disc, Blu-ray Disc, Digital Collection, Digital HD and Hi-Res Audio. This Committee guides the agendas of a handful of Task Forces dedicated to specific product promotion.

MARKET RESEARCH COMMITTEE

DEG's Market Research Committee tracks industry trends and reports on the latest sales on a quarterly and an annual basis. The Committee oversees DEG's Digital Tracking system, the first of its kind industry-wide reporting system that aggregates digital sales of filmed entertainment and television content worldwide.

COMMUNICATIONS COMMITTEE

DEG's Communications Committee publicizes DEG's myriad of initiatives. The group's immediate focus is on PR support, promotional activities and educational programs to promote 4K Ultra HD TVs, 4K Ultra HD Blu-ray Disc, Blu-ray Disc and ownership of movies and television shows on Digital HD.



Launched Blu-ray Disc format with multidiscipline marketing campaign with 600+ million impressions on TV alone.

1. Title I.D.

2. File Format

3. Artwork

4. Metadata

5. Avails

6. Reporting

DEG's Digital Supply Chain Task Forces work with retailers and vendors to drive adoption of digital media standards.

WAYS TO GET INVOLVED

TECHNOLOGY & OPERATIONS

The Technology & Operations Committee creates efficiencies and promotes collaboration across the physical and digital supply chains. New initiatives build on this foundation, adding integration with IMF (interoperable master format), Media Manifest & CPE (cross-platform extras). Together these initiatives will develop a more efficient digital supply chain producing more premium and value added 4K Ultra HD content.

DIGITAL SUPPLY CHAIN TASK FORCES

DEG has a number of Digital Task Forces, whose primary areas of focus are creating and implementing standards and best practices. The committee meets with all major retailers and vendors to discuss and drive adoption.

HIGH RESOLUTION AUDIO WORKING GROUP

The Hi-Res Audio Working Group socializes a better understanding of the emerging digital music landscape and information about a variety of new hi-res audio products that are entering the market.

MEMBER ADVISORY COUNCIL

DEG's Member Advisory Council (MAC) acts as an "internal institute" within DEG to help the membership make informed business decisions planning out 12 to 36 months. MAC serves the DEG membership-at-large by bringing information to the group via conferences, panels, and intimate, candid discussions.

SISTER ORGANIZATIONS

DEG has two sister organizations: DEG Europe and DEG Japan. DEG coordinates with these two organizations to ensure worldwide collaboration, open communication and consistent messaging.

ADVERTISING & SPONSORSHIPS

Advertising and sponsorship opportunities are available exclusively to members on DEG's website, in the DEG DEN, and at DEG events throughout the year. Contact the DEG office to learn more about current opportunities.

“

The DEG is an organization that is essential in our industry, particularly as the digital landscape continues to evolve so dynamically on all fronts - from the distribution channel and the devices used for access to the end.

—Sofia Chang, President, HBO

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MEMBERSHIP AND FEES

CHARTER MEMBERS

\$30,000 annual membership dues, includes voting privileges

Charter members include the home entertainment divisions of the major motion picture and television studios. Charter members may nominate themselves for election to the Board of Directors each year. Charter members may volunteer to serve on DEG Committees, including the Content Council. Charter members' company logo appears in the daily DEN and on the DEG website.

REGULAR MEMBERS

\$20,000 annual membership dues, includes voting privileges

Regular members include manufacturers and marketers of home entertainment products to consumers. These include movie, television and music content providers, devices, platforms, digital services and suppliers of related high definition technologies. Regular membership is also available to IT companies with divisions that are involved in the development, marketing and/or distribution of home entertainment-related products. Regular members may nominate themselves for election to the Board of Directors each year and volunteer as appropriate to serve on DEG Committees. Regular members are featured with their company logo on the DEG website and twice a week in the Daily DEN newsletter. They receive promotion on the premium banner ads to run on the DEG website and in the Daily DEN newsletter. Regular members have an opportunity to publish thought leadership on the DEG website (content to be approved by DEG). Regular members will also receive a full page print ad in the annual DEG Q magazine.

ASSOCIATE MEMBERS

\$12,500 annual membership dues, no voting privileges

Associate member companies include those involved in the replication, authoring, compression, post-production/encoding and packaging of Blu-ray Discs and DVDs; those companies who provide services for digital delivery of content; brick-and-mortar and digital retailers; and those providing ancillary services for home entertainment. These include backbone service providers, creative services, audio technology companies, content protection solutions providers and testing facilities, as well as retailers, research firms and other trade associations. Associate members may volunteer to serve on DEG Committees. Associate members are featured with their company logo on the DEG website and twice a week in the Daily DEN newsletter. They receive promotion on the rotating banner ads to run on the DEG website and in the daily DEN newsletter. Associate members have an opportunity to publish thought leadership on the DEG website (content to be approved by DEG). Associate members will also receive a full page print ad in the annual DEG Q magazine.

DEG membership dues for the fiscal year are inclusive of complimentary admission to all DEG-sponsored meetings throughout the year.

FOR MORE INFORMATION

To learn more about becoming a member of DEG, call 424-248-3809 or email getinfo@degonline.org

DEG BOARD OF DIRECTORS



CHAIR
MIKE DUNN

President, Product Strategy and Consumer Business Development
20th Century Fox



VICE CHAIR
MATT STRAUSS

Executive Vice President, Xfinity Sales
Comcast Cable



CFO
SOFIA CHANG

Executive Vice President, Worldwide Digital Distribution & Home Entertainment
HBO



SECRETARY
MIKE FASULO

President & Chief Operating Officer
Sony Electronics

MEMBERS OF THE BOARD

BILL SONDHEIM

President
Cinedigm

PHIL GOSWITZ

Senior Vice President, Video, Space & Communications
DIRECTV

RON GELLER

Vice President, Worldwide Content Relations
Dolby Laboratories

ADAM ROCKMORE

Senior Vice President, Head of Marketing and Communications
Fandango, FandangoNOW, & Rotten Tomatoes

JONATHAN ZEPP

Head of YouTube Content Partnerships, Americas & Google Play Movie and TV Partnerships
GOOGLE

JEFFREY LAWRENCE

General Manager, Senior Executive Director, Global Content Policy, Standards and Content
Intel

TIM ALESSI

Director, New Product Development
LG Electronics USA

RON SCHWARTZ

President, Home Entertainment
Lionsgate

DAMETRA JOHNSON-MARLETTI

General Manager, Digital Stores Business & Category Management Marketing & Consumer Business
Microsoft

BOB BUCHI

President, Worldwide
Paramount Home Media Distribution

MARTY GORDON

Vice President
Philips

JIM KICZEK

Vice President, Product Marketing for Digital Video and Audio Products
Samsung Electronics

DARREN STUPAK

Executive Vice President US Sales & Distribution
Sony Music Entertainment

JIM BELCHER

Vice President Technology & Production – Digital Strategy
Universal Music Group

EDDIE CUNNINGHAM

President
Universal Pictures Home Entertainment

Christopher Oldre

Executive Vice President, Pay Television, Digital, Canada & North International Home Entertainment Distribution
Walt Disney Studios



EX-OFFICIO
RON SANDERS

President
Warner Bros. Worldwide Home Entertainment Distribution

DEG CONTACT

THE DIGITAL ENTERTAINMENT GROUP



DEG: The Digital Entertainment Group is an industry association that advocates and promotes entertainment platforms, products and distribution channels on behalf of the motion picture, music, consumer electronics and technology companies.

DEG: The Digital Entertainment Group

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DEG: THE DIGITAL ENTERTAINMENT GROUP
FISCAL YEAR 2017-18 CHARTER MEMBERSHIP CERTIFICATE

To secure your company's membership in DEG: The Digital Entertainment Group for the 2017-18 fiscal year, please fill out this form. Your execution of this form will entitle your company to participate in the DEG as a charter member and all rights attendant under the bylaws to charter membership. Charter member dues are \$30,000 per year and will be invoiced in a single installment. Membership dues are payable upon receipt.

Please sign and return this form to:

DEG: The Digital Entertainment Group
10635 Santa Monica Blvd., Suite 160
Los Angeles, CA 90025
424-248-3809 Office
424-248-3816 Fax

DEG: The Digital Entertainment Group Tax ID #: 95-4646910

YES, our company will participate in DEG: The Digital Entertainment Group's 2017-18 fiscal year (August 1, 2017 – July 31, 2018).

Main Company Contact - Name

Signature

Title

Company

Street Address

City, State

Telephone number

Fax number

Email address



DEG: THE DIGITAL ENTERTAINMENT GROUP
FISCAL YEAR 2017-18 REGULAR MEMBERSHIP CERTIFICATE

To secure your company's membership in DEG: The Digital Entertainment Group for the 2017-18 fiscal year, please fill out this form. Your execution of this form will entitle your company to participate in the DEG as a regular member and all rights attendant under the bylaws to regular membership. Regular member dues are \$20,000 per year and will be invoiced in a single installment. Membership dues are payable upon receipt.

Please sign and return this form to:

DEG: The Digital Entertainment Group
10635 Santa Monica Blvd., Suite 160
Los Angeles, CA 90025
424-248-3809 Office
424-248-3816 Fax

DEG: The Digital Entertainment Group Tax ID #: 95-4646910

YES, our company will participate in DEG: The Digital Entertainment Group's 2017-18 fiscal year (August 1, 2017 – July 31, 2018).

Main Company Contact - Name

Signature

Title

Company

Street Address

City, State

Telephone number

Fax number

Email address



DEG: THE DIGITAL ENTERTAINMENT GROUP
FISCAL YEAR 2017-18 ASSOCIATE MEMBERSHIP CERTIFICATE

To secure your company's membership in DEG: The Digital Entertainment Group for the 2017-18 fiscal year, please fill out this form. Your execution of this form will entitle your company to participate in the DEG as an associate member and all rights attendant under the bylaws to associate membership. Associate member dues are \$12,500 per year and will be invoiced in a single installment. Membership dues are payable upon receipt.

Please sign and return this form to:

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10635 Santa Monica Blvd., Suite 160
Los Angeles, CA 90025
424-248-3809 Office
424-248-3816 Fax

DEG: The Digital Entertainment Group Tax ID #: 95-4646910

YES, our company will participate in DEG: The Digital Entertainment Group's 2017-18 fiscal year (August 1, 2017– July 31, 2018).

Main Company Contact - Name

Signature

Title

Company

Street Address

City, State

Telephone number

Fax number

Email address



DEG: THE DIGITAL ENTERTAINMENT GROUP 2017-18 MEMBER CONTACTS

Please list additional contacts that should receive DEG correspondence and be included in DEG activities. Please fax back to 424-248-3816 or email to Shannon@degonline.org

ADDITIONAL CONTACTS

Name

Title

Company

Address

Telephone number

Fax number

Email address

Name

Title

Company

Address

Telephone number

Fax number

Email address

Name

Title

Company

Address

Telephone number

Fax number

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