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## DEG ADDS DTC ALLIANCE

*New subset group will support Direct-to-Consumer media in creating a robust marketplace to lead the new era of content consumption*

LAS VEGAS (January 8, 2019): **DEG: The Digital Entertainment Group** is pleased to pioneer a new direction in media industry advocacy with the formation of the **DTC Alliance** as a subset of DEG membership.

Every major media company and TV network will launch a Direct-to-Consumer (DTC) streaming service in the next five years representing a significant new chapter in how television and film content is purchased, accessed and consumed. As DTC streaming currently is a longtail situation with a few high-reach apps and many low-reach services, DEG's DTC Alliance is designed to support direct-to-consumer media services of all sizes to tackle difficult challenges and coordinate voluntary best practices and initiatives; advocate for the industry by presenting a common front to the commercial community; and promote member channels through campaigns aimed at building awareness among consumers, as well as through industry-leading events.

Under the umbrella of the DTC Alliance, DEG has established six committees to set objectives and agendas in the following areas: Marketing Nomenclature, Data Analytics, International Expansion, Rights Repository, Title Availability Directory and Uniform Metadata Standards.

"With the DTC Alliance, DEG is bringing together DTC content companies and service providers to build a robust and efficient marketplace for all players, and to promote the new DTC experience to consumers," said Amy Jo Smith, DEG President & CEO. "DEG has a track record of more than 20-years in bringing new media platforms, including DVD and Blu-ray Disc to market. We are very excited to apply this extensive market-building experience to the DTC

arena, and encourage all appropriate companies to participate in setting the DTC Alliance's initial objectives and a forward-looking agenda for this new industry.”

To find out more about joining the DTA Alliance or how to participate on a Committee, please email [Shannon@degonline.org](mailto:Shannon@degonline.org).

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### **About DEG**

DEG advocates and promotes entertainment platforms, products and distribution channels that support the movie, television, music, consumer electronics and IT industries.

DEG membership is comprised of: BBC AMERICA, Beijing Cultural Industry & Finance Association, bitMAX, Cinedigm Entertainment, Cinelytic, Comcast Cable, comScore, DTS, Inc., Deloitte, Deluxe Digital, DirectTV, Dolby Laboratories, Ericsson, Eurofins Digital Media Services, Fandango, Giant Interactive, GfK Entertainment, GoChip, Google Play, The Great Courses, HBO Home Entertainment, IMAX, Intel, LG Electronics USA, Lionsgate, Mediamorph, MGM, Microsoft, MovieLabs, MQA, Nielsen Entertainment, NPD Group, The Orchard, Panasonic, Paramount Home Media Distribution, PBS Distribution, Philips Electronics, Pioneer Onkyo, Pixelogic, Premiere Digital, Qobuz, Redbox, Samsung Electronics, Screen Engine/ASI, Sonopress, Sony DADC, Sony Electronics, Sony Music Entertainment, Symphony MediaAI, Technicolor, Thought Foundry, Twentieth Century Fox Home Entertainment, Universal Operations Group, Universal Pictures Home Entertainment, V2Solutions, Verizon Digital Media Services, Vubiquity, and Warner Bros. Home Entertainment.