OUR MISSION

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

GROUP OBJECTIVES INCLUDE:

- Providing a bridge between content providers and device makers to help drive sales of DEG member products and services.
- Supporting marketing initiatives to increase awareness and encourage ownership of digital media and entertainment products.
- Expanding education for members on emerging trends to prepare for further industry growth.
- Implementing standards and best practices in the digital supply chain to improve efficiency.

GROW YOUR BUSINESS

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.
DEG GLOBAL

In addition to the DEG U.S. association, the group has sister organizations globally, including DEG Europe, DEG Nordic and DEG Japan.

Each helps maintain open communication and consistent worldwide messaging.
MEMBERSHIP MEETINGS

DEG produces two General Membership Meetings each year to provide top-notch networking opportunities and perspective that can’t be found elsewhere, from such speakers as HBO Chairman & CEO Richard Plepler and the World Economic Forum.

DIGITAL SUPPLY CHAIN ALLIANCE

Cross-industry working groups encourage content owners, distribution partners and vendors to share key learnings and best practices for the digital supply chain. Their work is highlighted by development of industry-wide standards.

HEDY LAMARR AWARDS

DEG created the Hedy Lamarr Awards to recognize and inspire pioneering work by the multi-faceted female leaders in our industry today. An awards reception is held each year near the anniversary of Lamarr’s birth in November.

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 and to promote mentoring and career development at all levels.

ANNUAL RECEPTION AT CES

The only event of its kind at CES, where leading digital media executives representing all aspects of the industry show their support of DEG and the home entertainment category.
<table>
<thead>
<tr>
<th>Event Type</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEG Reception @ CES 2020</td>
<td>January 7</td>
<td>Las Vegas</td>
</tr>
<tr>
<td>Canon Club Private Tour of the Paramount Archives</td>
<td>January 22</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>D2C Alliance Steering Committee Meeting</td>
<td>January 27</td>
<td>New York</td>
</tr>
<tr>
<td>DEG ‘Q’ Member Magazine</td>
<td>January 27</td>
<td><a href="http://www.degonline.org">www.degonline.org</a></td>
</tr>
<tr>
<td>DEG European Road Show</td>
<td>January 28-30</td>
<td>Paris, Hamburg, London</td>
</tr>
<tr>
<td>D2C Alliance Update @ Digital Entertainment World</td>
<td>February 6</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>DEG Japan 12th Japan Blu-ray Awards</td>
<td>February 19</td>
<td>Tokyo</td>
</tr>
<tr>
<td>Canon Club Salon</td>
<td>March</td>
<td>New York</td>
</tr>
<tr>
<td>DSCA Bi-Annual Meeting</td>
<td>March</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>DEG Spring Board &amp; Membership Meeting</td>
<td>April</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Breakfast With the Board</td>
<td>April</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>DEG Tech Ops Awards</td>
<td>April</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Next Up: Cloud Supply Chain</td>
<td>May</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Canon Club 4 Cups of Coffee Reception</td>
<td>May</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Canon Club Salon</td>
<td>July</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>DSCA Bi-Annual Meeting</td>
<td>September</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Next Up: AI &amp; Data Analytics</td>
<td>September</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>DEG Fall Board &amp; Membership Meeting</td>
<td>October</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Breakfast With the Board</td>
<td>October</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Hedy Lamarr Awards for Innovation in Entertainment Technology</td>
<td>November</td>
<td>Los Angeles</td>
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</tbody>
</table>

For an updated listing of DEG and industry events, please see [degonline.org/events](http://degonline.org/events).
For information about event sponsorship opportunities, please email [Andi@degonline.org](mailto:Andi@degonline.org).
INDUSTRY-LEADING INITIATIVES

SUPPORT OF NEW PRODUCTS, PLATFORMS AND SERVICES

DEG has a track record of more than 20 years in bringing new media platforms, including DVD and Blu-ray Disc to market. Current advocacy efforts focus on 4K Ultra HD Blu-ray Discs and Ultra HD Blu-ray players, as well as digital sales of movies and TV shows, and Direct-to-Consumer services.

DEG has worked closely with member companies to expand the availability of 4K delivery platforms to the home, as well as industry consumer outreach programs.

In the digital space, consumer-facing merchandising is much more closely tied to back-end operations and technology standards than is the case with physical media. This why DEG’s Technology & Operations Committee works on an ongoing basis to implement digital supply chain standards that can yield incremental revenues for retailers and studios.

On a broad level, DEG has been involved in helping the industry coalesce around such issues as what drives consumers to use digital, device usage and the use of cloud storage for digital copies.

DEG presented Academy Award-nominated filmmaker Christopher Nolan with the inaugural DEG Vanguard Award during the 4K Ultra HD Summit product by DEG and UHD Alliance. The award recognizes Nolan’s place at the forefront of filmmakers using groundbreaking technology to delivery increased scale and resolution, enhanced color and immersive audio to home viewers.

TECHNOLOGY & OPERATIONS

DEG’s Technology and Operations Committee focuses on the development of the digital supply chain. Its priority, broadly, is standards adoption for digital content identification, availability and formatting. In its ongoing effort to establish best practices and optimize the supply chain, the Committee has identified multiple opportunities to align workflows between content owners and digital distribution platforms.

Topics currently of interest to the Technology & Operations Committee include feature and episodic avails, localization, common metadata, common media manifest, EIDR and reporting standardization. In addition, it will look to elevate some newer supply chain topics like studio adoption of Interoperable Mastering Format (IMF), reporting standardization and next generation extras.

INDUSTRY SALES REPORTING

DEG compiles all transactional home entertainment sales each quarter. This report is made available to journalists and analysts who cover the industry. Making the report available allows DEG to best formulate the message explaining what transpired.

SUSTAINABILITY & STANDARDS

Across DEG initiatives in both the supply chain and marketing arenas runs a commitment to sustainability. Since 2006, DEG has helped reduce the carbon footprint of a single packaged disc by 18%, eliminating 350 tons of CO2.
INDUSTRY-LEADING INITIATIVES

DEG: The Digital Entertainment Group is pleased to pioneer a new direction in media industry advocacy with the formation of the **D2C Alliance** as a subset of DEG membership.

D2C Alliance Council represents the global D2C industry by supporting its members to help create a robust marketplace to lead the new era of content consumption.

**WHAT THE D2C ALLIANCE OFFERS**

<table>
<thead>
<tr>
<th>COMMON FORUM</th>
<th>ADVOCACY</th>
<th>CONSUMER RESEARCH &amp; DATA</th>
<th>EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ Ecosystem bridging forum</td>
<td>■ Strong, unified voice</td>
<td>■ Reports analysis (e.g. churn, awareness, consumer choice, discovery, reach)</td>
<td>■ Convene the industry</td>
</tr>
<tr>
<td>■ Safe haven with anti-trust protections</td>
<td>■ Issues awareness</td>
<td></td>
<td>■ Create a place to learn and evangelize</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NETWORKING</th>
<th>COMMON MARKETING MESSAGES</th>
<th>COMMON TECH REQUIREMENTS</th>
<th>INTERNATIONAL UNDERSTANDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ Interconnect with key industry players</td>
<td>■ Speak with one voice on value proposition, why subscribe, quality product, great QoS</td>
<td>■ Guide the industry in same direction for standards and best practices</td>
<td>■ Study of different market challenges and regional issues</td>
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</tbody>
</table>

Every major media company and TV network will launch a Direct-to-Consumer (D2C) streaming service in the next five years representing a significant new chapter in how television and film content is purchased, accessed and consumed. As D2C streaming currently is a longtail situation with a few high-reach apps and many low-reach services, DEG’s D2C 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 D2C 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
- Uniform Metadata Standards.
INDUSTRY LEADING INITIATIVES

CANON CLUB: WHERE WOMEN IN DIGITAL MEDIA MEET
As companies and organizations across our industries seek ways to foster diversity, DEG is dedicated to helping cultivate a vibrant community for women in entertainment and technology. Our Canon Club strives to be a place where women at all levels and in all sectors of digital media are welcome to share knowledge and build their business networks.

DEG’S CANON CLUB IS ADDING NEW BENEFITS, ACTIVITIES AND EVENTS FOR MEMBERS AT ALL LEVELS AND IN ALL SECTORS OF DIGITAL MEDIA. THESE INCLUDE:

“FOUR CUPS OF COFFEE”
Through a new mentoring program, mentees can meet with senior executives up to four times each year.

DTS ‘RESONANT LEADERSHIP’ TRAINING
DTS hosts a limited number of club members to participate in Resonant Leadership training, which will help deliver outstanding results by applying a repertoire of leadership behaviors to attract, retain, develop and inspire top talent to perform at their best.

THE HEDY LAMARR AWARDS
Canon Club’s Hedy Lamarr Awards reception coincides annually with Lamarr’s birthday in November.

WEB SUPPORT
Canon Club community will extend online, with a regular newsletter and a dedicated section of the DEG web site for networking connections, job search and career development tips.

CANON CLUB IS OPEN TO ALL EXECUTIVES AT DEG MEMBER COMPANIES.
Individuals outside DEG Member companies can purchase annual memberships for $199 per year (half price for students). Companies that are not members of DEG can purchase Canon Club Sponsor memberships by emailing Andi Elliott (andi@degonline.org).

Please email Bekah Sturm (bekah@degonline.org) for more information.

Award winners and DEG leaders gathered at the 2018 Hedy Lamarr Award reception hosted by Deluxe and sponsored by Sony Electronics:
(L-R) DEG Director Rick Hack of Intel; Director Mark Young of Fandango; student winner Cassidy Pearsall, of Carnegie Mellon University; Anthony Loder, son of Hedy Lamarr; Director Andrea Downing of PBS Distribution; DEG’s Amy Jo Smith; DEG CFO Bob Buchi of Paramount; executive winner Nonny de la Peña of Emblematic Group; Vice Chair Sofia Chang of HBO; Secretary Jim Wuthrich of Warner Bros.

Willow Bay, Dean of the USC Annenberg School for Communication and Journalism, is the 2019 recipient of the Hedy Lamarr Award for Innovation in Entertainment Technology.

(L-R) CC co-chair Meri Hassouni, of Giant Interactive; DEG’s Amy Jo Smith; CC Chair Robin Tarufelli, of Deloitte; and Cheryl Goodman of Sony Electronics at Canon Club’s 2019 relaunch reception.
Ways to Get Involved

DEG is an active community with many opportunities for members to collaborate on initiatives, support DEG committees and network with industry decision makers. The most direct way to speak to the membership, however, is sometimes from the stage at a Membership Meeting, NextUP Emerging Technology Forum or other gathering. All DEG Charter, Regular and Associate Members have the opportunity to publicly share their company perspective on current trends, emerging technologies and business models at appropriate DEG meetings.

Attend Events

DEG each year has two Membership Meetings, in the Spring and Fall; one or more NextUP Emerging Technology Forums; two Digital Supply Chain Bi-Annual Meetings; the Hedy Lamarr Awards reception; and the annual DEG Reception at CES. These are in addition to Canon Club, the intimate Breakfast with the Board salons and discrete events like 2018’s 4K Ultra HD Summit. All members have the opportunity to attend DEG events free of charge.

Establish Thought Leadership

DEG welcomes member submissions for publication on its website and in its daily news blast, the DEG DEN. Publishing on the site and in the DEN is an effective way to demonstrate thought leadership and communicate your company’s perspective on key topics to key, senior industry executives who read the DEN daily.

Thought Leadership Contributors: See more at degonline.org/category/blog

Tobias Queisser
Cinelytic
Robin Tarufelli
Deloitte
Morgan Fiumi
Deluxe
Julian Sprengel
GfK Entertainment
Richard Berger
MovieLabs
John Buffone
NPD Group
Kevin Goetz
Screen Engine/ASI
Donna Thomas
Vubiquity
WAYS TO GET INVOLVED

CONTRIBUTE TO A COMMITTEE

All Charter, Regular and Associate Members are eligible to contribute to DEG Committees. Committees on timely topics are established by the request of DEG members.

DIGITAL DATA TRACKING
The Digital Data Tracking Committee has oversight of the vendors responsible for aggregating worldwide digital transaction data for movies and TV shows. The Digital Data Tracking system illuminates digital title-specific performance by genre, channel, source, territory and resolution. The Digital Data Tracker is a tool that helps provide better understanding of the latest sales trends and marketing effectiveness. It is used to guide strategic decisions on release.

DIGITAL FINANCE & ACCOUNTING
The Digital Finance & Accounting Committee (DFAC) includes members of the Finance and Accounting teams from each DEG member content provider that chooses to participate. The committee works to leverage shared knowledge to create standards and best practices that create economy, efficiency, and improve digital reporting by standardizing reporting specifications.

MARKETING COMMUNICATIONS
The Marketing Committee focuses on activities to increase awareness and adoption of home entertainment products including displays, devices, platforms and services. The group identifies actionable projects designed to foster continued industry growth. Task forces are created within the group to address key initiatives established by the DEG Board of Directors.

MARKET RESEARCH
The Market Research Committee is tasked with tracking market trends and sales in the home entertainment industry. The group works in concert with DEG Staff and research vendors to publish DEG’s Quarterly report highlighting the latest sales transactions for physical media and digital content.

TECHNOLOGY & OPERATIONS
The Technology and Operations Committee is focused on creating efficiency and promoting collaboration across the physical and digital supply chains. The group provides leadership to the Digital Supply Chain Task Forces focused on developing, recommending and implementing both standards and best practices in the digital space.

Following a Holiday 2018 social media campaign in support of Ultra HD Blu-ray players and 4K Ultra HD Blu-ray Disc movies (above), conducted in cooperation with the Blu-ray Disc Association (BDA), DEG’s Marketing Communications Committee in 2019 is exploring ways to expand the digital consumer base. The industry embraces the digital migration and wants to encourage movie lovers to continue to transact with VOD or EST transactions. The Committee is exploring how to capture physical consumers as they transition across the digital continuum before they shift entirely to subscription services.

For the TechOps Committee, 2018 marked the beginning of a new, closer alignment between DEG, the Entertainment Merchants Association (EMA) and Movielabs, which in July formed the Digital Supply Chain Alliance. DSCA represents a close alignment of the three groups within a new framework designed to improve efficiency, standards adoption and sharing of best practices for the digital supply chain.
MEMBERSHIP LEVELS

- **CHARTER MEMBERS** include the home entertainment divisions of the major motion picture and television studios.

- **REGULAR MEMBERS** include manufacturers and marketers of digital media and entertainment products to consumers. Regular membership is also available to IT companies with divisions that are involved in the development, marketing and/or distribution of entertainment-related products.

- **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; physical and digital retailers; and those providing ancillary services for digital media and entertainment.

- **SUPPORTING** membership, including limited benefits, is offered to companies that would be qualified for membership under one of the other classes described above.

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>CHARTER $35,000</th>
<th>REGULAR $20,000</th>
<th>ASSOCIATE $12,500</th>
<th>SUPPORTING $5,000</th>
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</thead>
<tbody>
<tr>
<td>Eligible to participate in Content Council</td>
<td>*</td>
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<tr>
<td>Eligible for election to Board of Directors</td>
<td>*</td>
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<tr>
<td>Voting Rights (on election of directors, amendments to Bylaws, etc.)</td>
<td>*</td>
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<tr>
<td>Eligible to submit ideas for new committees or topics for current committees to address</td>
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<tr>
<td>Eligible to give presentations at membership meetings</td>
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<tr>
<td>Eligible to contribute to DEG Committees and Events</td>
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<td>*</td>
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<tr>
<td>Complimentary admission to all DEG sponsored meetings</td>
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<tr>
<td>Company logo appears on DEG Website</td>
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</tr>
<tr>
<td>Company logo appears in the Daily DEN</td>
<td>Twice per week</td>
<td>Twice per week</td>
<td>Twice per week</td>
<td>Twice per week</td>
</tr>
<tr>
<td>Opportunity to publish thought leadership piece in Daily DEN / on the DEG website</td>
<td>4 per year</td>
<td>3 per year</td>
<td>2 per year</td>
<td>1 per year</td>
</tr>
<tr>
<td>One-week ad on the DEG website1</td>
<td>24 per year</td>
<td>12 per year</td>
<td>8 per year</td>
<td>4 per year</td>
</tr>
<tr>
<td>Ads on the Daily DEN newsletter1</td>
<td>24 per year</td>
<td>12 per year</td>
<td>8 per year</td>
<td>4 per year</td>
</tr>
<tr>
<td>Full-page print ad in the annual DEG Q magazine1</td>
<td>*</td>
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</tr>
</tbody>
</table>

1Advertising creative to be submitted by member and built to DEG specifications.
BOARD OF DIRECTORS 2019-20

CHAIR

MATT STRAUSS
Executive Vice President,
XFINITY Services
Comcast

VICE CHAIR

SOFIA CHANG
President
WarnerMedia Distribution (HBO)

CFO

BOB BUCHI
President, Worldwide
Paramount Home Media Distribution

SECRETARY

JIM WUTHRICH
President
Warner Bros. Worldwide
Home Entertainment and Games

CHAIR EMERITUS

MIKE DUNN

BOARD MEMBERS

TODD MATHERS
Senior Vice President, Content and Programming Group
AT&T

EROL KALAFAT
Senior Technical Product Manager
Amazon Studios

SERGEI KUHARSKY
Executive Vice President, Franchise & Digital Enterprise
BBC Studios

MARK YOUNG
Senior Vice Global Strategy & Business Development
Fandango

JONATHAN ZEPP
Head of Media & Entertainment, Android & Google Play
Google

RICK HACK
Head of Media & Entertainment Partnerships
Intel

TIM ALESSI
Senior Director, Product Marketing
LG Electronics USA

RON SCHWARTZ
President, Home Entertainment
Lionsgate

PEDRO GUTIERREZ
Business & Marketing Category Lead for Music,
Movies and TV
Microsoft

ANDREA DOWNING
Co-President
PBS Distribution

CHAD BAUTISTA
Director, CE Product Planning
Samsung Electronics

CHERYL K. GOODMAN
Head of Corporate Communications
Sony Electronics

EDDIE CUNNINGHAM
President
Universal Pictures Home Entertainment

SPECIAL BOARD ADVISOR

ROBIN TARUFELLI
Managing Director
Deloitte
YES, our company will participate in DEG: The Digital Entertainment Group.

We also want to participate in DEG's D2C Alliance.

Main Company Contact - Name

Signature

Title

Company

Street Address

City, State

Telephone number

Fax number

Email address
FISCAL YEAR REGULAR MEMBERSHIP CERTIFICATE

DEG Fiscal Year runs August 1 – July 31.

To secure your company’s membership in DEG: The Digital Entertainment Group, 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.

☐ We also want to participate in DEG’s D2C Alliance.

Main Company Contact - Name ________________________________

Signature ________________________________

Title ________________________________

Company ________________________________

Street Address ________________________________

City, State ________________________________

Telephone number ________________________________

Fax number ________________________________

Email address ________________________________
DEG: THE DIGITAL ENTERTAINMENT GROUP

FISCAL YEAR ASSOCIATE MEMBERSHIP CERTIFICATE

DEG Fiscal Year runs August 1 – July 31.

To secure your company’s membership in DEG: The Digital Entertainment Group for the 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:
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.

☐ We also want to participate in DEG’s D2C Alliance.

Main Company Contact - Name

Signature

Title

Company

Street Address

City, State

Telephone number

Fax number

Email address
To secure your company’s membership in DEG: The Digital Entertainment Group for the fiscal year, please fill out this form. Your execution of this form will entitle your company to participate in the DEG as a supporting member and all rights attendant under the bylaws to supporting membership. Supporting member dues are $5,000 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.

☐ We also want to participate in DEG’s D2C Alliance.

Main Company Contact - Name

__________________________
Signature

__________________________
Title

__________________________
Company

__________________________
Street Address

__________________________
City, State

__________________________
Telephone number

__________________________
Fax number

__________________________
Email address
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company</th>
<th>Address</th>
<th>Telephone number</th>
<th>Fax number</th>
<th>Email address</th>
</tr>
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<tr>
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DEG Fiscal Year runs August 1 – July 31.