ADVANCING THE FUTURE
OF DIGITAL MEDIA & ENTERTAINMENT
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, digital distributors and device makers to help drive sales of DEG member products and services.
- Supporting marketing initiatives to increase awareness and encourage collection and usage 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 together 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.
In addition to the DEG U.S. association, the group has sister organizations globally, including **DEG Europe** and **DEG Nordic**.

Each helps maintain open communication and consistent worldwide messaging.
As a working community within DEG, **D2C Alliance Council** represents the global D2C industry and supports 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>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMON FORUM</strong></td>
<td>Ecosystem bridging forum Safe haven with antitrust protection</td>
</tr>
<tr>
<td><strong>ADVOCACY</strong></td>
<td>Strong, unified voice issues awareness Provide support early as market swells</td>
</tr>
<tr>
<td><strong>CONSUMER</strong></td>
<td>Reports and analysis (e.g., churn, awareness, consumer choice, discovery, reach)</td>
</tr>
<tr>
<td><strong>RESEARCH &amp; DATA</strong></td>
<td>Convene the industry Create a place to learn &amp; evangelize</td>
</tr>
<tr>
<td><strong>NETWORKING</strong></td>
<td>Interconnect with key industry players</td>
</tr>
<tr>
<td><strong>COMMON MARKETING MESSAGES</strong></td>
<td>Speak with one voice on value proposition, why subscribe, quality product, great QoS</td>
</tr>
<tr>
<td><strong>COMMON TECH REQUIREMENTS</strong></td>
<td>Guide the industry in same direction for standards and best practices</td>
</tr>
<tr>
<td><strong>INTERNATIONAL UNDERSTANDING</strong></td>
<td>Study of different market challenges and regional issues</td>
</tr>
</tbody>
</table>

As a working community within DEG, D2C Alliance Council represents the global D2C industry and supports its members to help create a robust marketplace to lead the new era of content consumption. 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 committees to set objectives and agendas in the following areas:
- Marketing Nomenclature
- Data Analytics
- DTC Targeted Services
- TV & Connected Devices
- International Expansion
### CALENDAR

- **DEG expo 2020 YEAR-END REPORT: THE STATE OF THE DIGITAL MEDIA INDUSTRY (INCLUDING PRESS)**
  - January 27 | 10:30 AM

- **SALON WITH SARA DeWITT OF PBS KIDS DIGITAL**
  - February 9 | 1 PM

- **DEG expo THE MATURING D2C LANDSCAPE**
  - February 25 | 10:30 AM

- **DEG expo 2021: 3 MONTHS IN...**
  - March 24 | 10:30 AM

- **AN HOUR WITH KEN ZIFFREN, ZIFFREN BRITENHAM LLP: PERSPECTIVES ON CHANGING DISTRIBUTION MODELS**
  - April 13 | 1 PM

- **DEG TECHNOLOGY & OPERATIONS AWARDS**
  - April 28 | 3 PM

- **SPRING MEMBERSHIP MEETING PRESENTED BY whip media**
  - May

- **DEG expo CONSUMER ENGAGEMENT WITH PVOD**
  - June

- **EUROPEAN ROAD SHOW**
  - July

- **SALON**
  - July

- **DEG expo SUPPLY CHAIN INNOVATION**
  - July

- **DEG expo MIDYEAR REPORT: THE STATE OF THE DIGITAL MEDIA INDUSTRY (INCLUDING PRESS)**
  - August

- **MENTORING KICKOFF**
  - September

- **FALL MEMBERSHIP MEETING**
  - September

- **DEG expo TRENDS IN CONTENT LICENSING**
  - October

- **DEG/CANON CLUB’S HEDY LAMARR AWARDS**
  - November

- **DEG 2021 SEND-OFF & CELEBRATION**
  - December

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All times are Pacific and all events are digital as of January 2021. We look forward to returning to in-person attendance when it is safe.

Thanks to our sponsors, DEG digital events are free to attend.

For an updated listing of DEG and industry events, please see [degonline.org/events](http://degonline.org/events).

To register or for more information, please email Shannon@degonline.org.

For information about event sponsorship opportunities, please email Andi@degonline.org.

To be considered as a speaker, please email Marcy@degonline.org.
### MEMBERSHIP LEVELS

- **CHARTER MEMBERS** include the home entertainment divisions of the major motion picture and television studios. Charter membership is also available to companies that distribute digital content to consumers, including platforms, apps and channels.

- **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** members include companies that provide products and services that support the category but do not market directly to consumers.

- **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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<tbody>
<tr>
<td>Eligible to participate in Content Council</td>
<td>*</td>
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<td>Eligible for election to Board of Directors</td>
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<td>Voting Rights (on election of directors, amendments to Bylaws, etc.)</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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<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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<tr>
<td>Complimentary admission to all DEG sponsored meetings</td>
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<tr>
<td>Company logo appears on DEG Website</td>
<td>*</td>
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<tr>
<td>Company logo appears in the Daily DEN</td>
<td>3x per week</td>
<td>3x per week</td>
<td>3x per week</td>
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<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>
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<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>
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<td>Full-page print ad in the annual DEG Q magazine¹</td>
<td>*</td>
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¹Advertising creative to be submitted by member and built to DEG specifications.
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 charter member and all rights attendant under the bylaws to charter membership. Charter member dues are $35,000 per year and will be invoiced in a single installment. Membership dues are payable upon receipt.

Please sign and return to Shannon@degonline.org

☐ 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 to Shannon@degonline.org

☐ 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 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 to Shannon@degonline.org

☐ 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 SUPPORTING MEMBERSHIP CERTIFICATE

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 to Shannon@degonline.org

☐ 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
MEMBER CONTACTS

DEG Fiscal Year runs August 1 – July 31.

Please list additional contacts that should receive DEG correspondence and be included in DEG activities.

Email to: Shannon@degonline.org

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company</th>
<th>Address</th>
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