



CONTACT: Marcy Magiera
Marcy@degonline.org

DEG APPROACHES 25TH YEAR WITH 26 NEW MEMBERS ADDED SO FAR IN 2021

*New Advanced Content Delivery Alliance Addresses Innovations
in Technology to Enable More and Better Content Delivery*

LOS ANGELES (December 1, 2021) – DEG: The Digital Entertainment Group is entering its 25th year as the home entertainment industry’s leading trade association with an influx of new members drawn to the group’s diversification through initiatives in the burgeoning direct-to-consumer video and advanced content delivery sectors.

The newest DEG members include Altman Solon, Anuvu, BIGtoken, Guts + Data, IRIS.TV, NAGRA, Omdia, Plex, Synamedia, TiVo, Visual Data Media Services, Vobile and ZOO Digital. Spherex also returned as a member of DEG, bringing the number of new DEG member companies to 26 so far in 2021. (This includes 12 new members [announced at the end of the first quarter.](#))

DEG’s Direct-to-Consumer Alliance (D2CA), created in 2019, and Advanced Content Delivery Alliance (ACDA), new this year, play an increasingly important role in focusing DEG membership for the future and attracting new members across a broad swath of the digital entertainment industry.

“DEG’s wide reach across content creators, retailers, platforms and strategic vendors is an important part of its value to members, bringing companies in different industry segments together to work within DEG to advance industry positions and meet common goals,” said DEG Chair Jim Wuthrich, President, Content Distribution, WarnerMedia. “The D2C Alliance and the Advanced Content Delivery Alliance are the latest examples of this community building and I’m thrilled that so many new members

see the value in DEG. I'm happy to welcome all of the new member companies to the DEG community.”

The new ACDA within DEG addresses advancements in technology to enable more and improved content delivery. ACDA member companies are aligned in committees addressing localization, supply chain efficiencies and security, cloud/edge computing and 5G.

The D2C Alliance represents the global direct-to-consumer media industry and supports its members to help create a robust marketplace to lead the new era of content consumption.

“We are thrilled about the expanding participation in DEG of advanced content delivery and direct-to-consumer companies,” said Amy Jo Smith, DEG President & CEO. “I'm grateful that they see the value of membership in DEG, which has been working harder and smarter than ever since last year to provide our members increased opportunities for business collaboration, education and networking.”

ABOUT DEG'S NEW MEMBERS

ALTMAN SOLON is the largest independent strategy consulting firm exclusively focused on tech, media and telecom. The firm serves leading hardware, software and service providers in tech; content creators, owners, aggregators and distributors in media; and carriers and communication infrastructure companies in telecom. Working with Fortune 50 leaders across the TMT spectrum, Altman Solon operates out of 11 offices on four continents, providing deep local and global data and market analysis to support strategy and business leadership.

ANUVU is a leading single-source provider in acquiring, curating and distributing movies, television and digital entertainment to non-theatrical markets including maritime, aviation and land-based (prisons, schools and more), around the world. Supported by best-in-class, flexible technology solutions, Anuvu entertains, informs and connects travelers and crew with its integrated suite of rich media content and seamless connectivity solutions.

BIGTOKEN is the first privacy focused, opt-in data marketplace where people can own and monetize their data. Participating consumers earn rewards, and advertisers and media companies get access to insights from compliant first-party data for marketing and media activation. One of the product areas tracked by BIGtoken is non-fungible

tokens, or NFTs. The company provides custom insights around the revenue-generating opportunities for entertainment companies in these digital collectibles.

GUTS + DATA's mission is to help the art of entertainment flourish through data. Its team is composed of industry veterans, scientists, and engineers who are both poets and quants. Having worked on hundreds of movie campaigns, they understand how to combine expert intuition, tacit knowledge, data analytics, and creativity into entertainment marketing solutions. Guts + Data is revolutionizing entertainment market research for its studio and streaming clients.

IRIS.TV's video data platform is a neutral, privacy-first, cookieless solution that provides publishers, broadcasters and connected TV apps with secure onboarding and activation of third-party data segments. Since 2013, IRIS.TV has enabled its partners to build scalable solutions on top of its platform, including video-level contextual and brand-safe ad targeting, third-party verification, personalized video recommendations, and measurement and analytics solutions.

NAGRA is the digital TV division of the Kudelski Group, and the world's leading independent provider of content protection and multiscreen television solutions. NAGRA has been working with the world's service providers and content owners for more than 25 years, providing solutions in the areas of content and revenue security, anti-piracy services, streaming and over-the-top, data analytics, as well as cybersecurity and IoT.

OMDIA, backed by Informa, was established through the joining of IHS Markit Technology, Ovum, Tractica and Heavy Reading to become a global leader in media and technology research. Omdia's Media & Entertainment research area connects the dots between streaming online video, TV, cinema, games, music and advertising across markets, technologies and services.

PLEX, backed by InterCap and Kleiner Perkins, is the only streaming service that lets users integrate their own personal media collections with a continuously growing library of free third-party entertainment spanning virtually all genres, interests, and languages. A global platform that offers thousands of free movies and TV shows on-demand as well as free-to-stream live TV channels, Plex has partnered with some of the biggest names in entertainment, including Paramount, Lionsgate, Sony Pictures Television, Sinclair Broadcast Group, AMC, A+E, and Crackle.

SPHEREX has built a first-of-its-kind technology that transforms how media and entertainment companies globalize their content to fit every culture around the world. Working with the world's largest media companies, movie studios, networks, distributors and streamers, Spherex helps them grow their audiences, speed up content discovery, drive more video views, generate higher revenue and ensure brand safety by culturizing their content.

SYNAMEDIA is trusted by over 200 video service providers to deliver, protect and monetize video content in an increasingly IP world. Synamedia's flexible incremental

architecture provides a rapid, friction-free way to add, build and deploy cloud-based video services. Its award-winning portfolio also includes intelligence-led anti-piracy, advanced advertising, business analytics, broadband, and video network solutions and services.

TIVO is a global leader in next-generation television services. The TiVo solution provides an all-in-one approach for navigating the 'content chaos' by seamlessly combining live, recorded, on-demand and over-the-top television into one intuitive user interface with simple universal search, discovery, viewing and recording from a variety of devices, creating the ultimate viewing experience. TiVo products and services are available at retail or through a growing number of pay-TV operators worldwide.

VISUAL DATA MEDIA SERVICES is a global provider of end-to-end digital media supply chain services to the entertainment industry with locations in Burbank, London and Bangalore. For over 26 years, the company has supplied award-winning, quality-driven content management, distribution, localization and media services that enable customers to deliver premium content in any format for any screen or platform, anywhere in the world.

VOBILE partners with the world's largest film studios, television networks, sports leagues, music labels, and other content owners to protect, monetize and promote premium content. The company is driven by data and sits at the intersection of audiences, platforms, and rights holders.

ZOO DIGITAL is a leading global provider of end-to-end localization and media services for OTT content. ZOO's solutions and technologies support content creators to globalize new and catalog content for audiences around the world – in all languages and on all streaming services. And ZOO helps its customers to successfully manage the relentless scale and pace of content localization and delivery for their own D2C platforms.

ABOUT DEG

DEG advocates and promotes entertainment platforms, products and distribution channels that support the movie, television, audio, consumer electronics and IT industries. The group was formed in 1997 and will celebrate its 25th anniversary in 2022.

DEG membership is comprised of: A+E Networks, Altman Solon, AMC Networks, AMC Theatres, Amazon Prime, Amazon Studios, Anuvu, Ateliere, AT&T, BBC Studios, BIGtoken, Bitmax, Blu, Breaker, Cinedigm, Cinelytic, Comcast Cable, Deloitte, Deluxe Digital, Disney+, Dolby Laboratories, DTS, Inc., Edgecast, ESPN+, Fandango/Vudu, FilmRise, GfK Entertainment, Giant Interactive, Google Play, Guts + Data, Intel, IRIS.TV, IYUNO-SDI Group, LG Electronics USA, Lionsgate, Looper Insights, MGM, Microsoft, Microsoft Azure, Movies Anywhere, NAGRA, NPD Group, Omdia, Paramount Home Entertainment, PBS Distribution, Peacock, Pixelogic, Plex, Premiere Digital, Redbox, Respeecher, Row8, Samsung Electronics, Screen Engine/ASI, ScreenHits TV, SmithGeiger, Sonopress, Sony Electronics, Spherex, STARZ, Synamedia, Technicolor, TiVo, Universal Pictures Home Entertainment, Verizon Business Group,

ViacomCBS, Visual Data Media Services, Vobile, Vubiquity, Vuulr, WarnerMedia, Whip Media, Wondrium, Xperi, and ZOO Digital.

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