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, audio, 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.
MEMBERS

In addition to the DEG U.S. association, the group has sister organizations globally, including DEG International 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**

- **COMMON FORUM**
  - Ecosystem bridging forum
  - Safe haven with antitrust protection

- **ADVOCACY**
  - Strong, unified voice
  - Issues awareness
  - Provide support early as market swells

- **CONSUMER RESEARCH & DATA**
  - Reports and analysis
    - (e.g., churn, awareness, consumer choice, discovery, reach)

- **EVENTS**
  - Convene the industry
  - Create a place to learn & evangelize

- **NETWORKING**
  - Interconnect with key industry players

- **COMMON MARKETING MESSAGES**
  - Speak with one voice
    - on value proposition,
    - why subscribe, quality
    - product, great QoS

- **COMMON TECH REQUIREMENTS**
  - Guide the industry in same direction for standards and best practices

- **INTERNATIONAL UNDERSTANDING**
  - Study of different market challenges and regional issues

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.

**D2CA COMMITTEES**

- **Steering Committee**: Sets the agenda for the Alliance.

- **DTC Targeted Services**: The Committee commissioned research to identify common challenges to consumer adoption of targeted services, supporting key goals of the Alliance including understanding consumer motivation and behavior, and aligning on consumer messaging.

- **TV & Connected Devices**: As hardware experience is quickly growing to rival hardware innovation in importance to consumers, the committee seeks insight into where users are engaging most to illuminate the challenges and opportunities for device makers and streamers.
As a working community within DEG, the **Advanced Content Delivery Alliance** is committed to using current innovations in technology to improve content delivery and enable better consumer experience.

**ACDA FORMED AT A TIME OF INDUSTRY TRANSITION**

A factor in the formation of ACDA was an internal analysis that showed the largest percentage of DEG members were not content owners or platforms, DEG’s traditional base, but technology enablers, making up 38% of member companies at the time. DEG saw an opening to provide its brand of customized member care to these companies who were gravitating to DEG to make connections in the larger community at a time of industry growth and transition.

**ACDA COMMITTEES**

- **Steering Committee:** Sets the agenda for the Alliance.

- **Localization:** The Committee works on best practices to provide consumers with high-quality entertainment in their native language and cultural context and add value to key elements of the localization strategy, beginning with a standard definition of quality.

- **Supply Chain Efficiency & Security:** The Committee seeks to address obstructions within workflows due to the narrowing of windows, additional post work required for the home entertainment window, security challenges, and the threat landscape brought on by pirates.

ACDA seeks to create opportunities for the industry to collaboratively explore ways to improve its content delivery infrastructure, in service of workflow efficiencies, cost savings and ultimately, better quality content and consumer experience, at a time when the global volume of content created is growing rapidly.
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.

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<tr>
<th>BENEFIT</th>
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<th>REGULAR</th>
<th>ASSOCIATE</th>
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<tr>
<td>Eligible to participate on Steering Committees for D2C and Advanced Content Delivery Alliances</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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<td>Eligible to submit ideas for new committees or topics for current committees to address</td>
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<td>Eligible to contribute to DEG Committees and Events</td>
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<td>Complimentary admission to all DEG sponsored meetings</td>
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<td>Company logo appears on DEG Website</td>
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<tr>
<td>Company logo appears in the Daily DEN</td>
<td>3x per week</td>
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<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>
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<td>One-week ad on the DEG website(^1)</td>
<td>24 per year</td>
<td>12 per year</td>
<td>8 per year</td>
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<td>Ads on the Daily DEN newsletter(^1)</td>
<td>24 per year</td>
<td>12 per year</td>
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<td>Full-page print ad in the annual DEG Q magazine(^1)</td>
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\(^1\)Advertising creative to be submitted by member and built to DEG specifications.
FISCAL YEAR CHARTER 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 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 Andi@degonline.org.

☐ YES our company will participate in DEG: The Digital Entertainment Group.

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

☐ We also want to participate in DEG’s Advanced Content Delivery Alliance.

Main Company Contact - Name

Signature

Title

Company

Street Address

City, State, Zip Code

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 Andi@degonline.org.

☐ YES our company will participate in DEG: The Digital Entertainment Group.

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

☐ We also want to participate in DEG’s Advanced Content Delivery Alliance.

Main Company Contact - Name

Signature

Title

Company

Street Address

City, State, Zip Code

Telephone 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 Andi@degonline.org.

☐ YES our company will participate in DEG: The Digital Entertainment Group.

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

☐ We also want to participate in DEG’s Advanced Content Delivery Alliance.

Main Company Contact - Name ____________________________

Signature ____________________________

Title ____________________________

Company ____________________________

Street Address ____________________________

City, State, Zip Code ____________________________

Telephone number ____________________________

Email address ____________________________
FISCAL YEAR SUPPORTING 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 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 Andi@degonline.org.

☐ YES our company will participate in DEG: The Digital Entertainment Group.

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

☐ We also want to participate in DEG’s Advanced Content Delivery Alliance.

Main Company Contact - Name

_________________________________________

Signature

_________________________________________

Title

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Company

_________________________________________

Street Address

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City, State, Zip Code

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Telephone number

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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. Please return to Andi@degonline.org.

### ADDITIONAL CONTACTS

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