



Deluxe to Power First Over-the-Top, Video-on-Demand, Multiscreen Service in the Philippines

Blink to Launch with Hundreds of Movies and Thousands of
Hours of TV Programs from the Deluxe OnDemand Catalog

BURBANK, CA – September 9, 2013 – Deluxe Digital Distribution’s cloud-based, multiscreen-ready video catalog service, Deluxe OnDemand™, has been selected for Blink, the first Over-the-Top (OTT), multiscreen video-on-demand (VOD) service in the Philippines. The Blink service will feature an extensive range of content with movies from leading Hollywood studios and popular US television series, while offering subscribers the ability to access and view video across popular devices such as the PC, Mac, iPhone, iPad and Android tablets and smartphones.

Deluxe OnDemand provides Blink with an extensive multiscreen-ready, VOD catalog service that encompasses over 40,000 titles, pre-encoded in over 50 formats, ready for download and Adaptive Bit-Rate (ABR) streaming. The cloud-based solution provides ingest, storage, transcoding, encryption, and delivery of the source material which enables Blink to deliver multiscreen services securely and at the highest quality. From day one, Blink will offer premium content with more than 500 movies and 2,000 hours of TV programs, as well as six linear entertainment channels.

A dual service approach will let subscribers select from a combination of pay-per-view and monthly subscription service options. To deliver a personalized viewing experience to each user in the household, Blink will feature a solution from Deluxe’s collaboration with Tvinci, a leading OTT Platform provider. The Blink service is planned for deployment throughout Southeast Asia, beginning with the Philippines in the last quarter of 2013.

“We chose Deluxe because of its history and track record of providing the highest quality content. Deluxe enables us to deliver a compelling and differentiated service to our viewers/subscribers and expand our reach to a wide range of devices,” said Ronan De Guzman, Executive Vice President of Solar Entertainment and Chief Operating Office for Omni Digital

Media Venture. “A premium OTT service such as Blink offers requires a Deluxe OnDemand catalog to meet our quality standards, scale, and time-to-market requirements.”

“The Blink brand is associated with premium content offering a high value entertainment experience,” said Kevin Corbett, President of Deluxe Digital Distribution. “Our cloud-based catalog service provides time-to-market advantages and cost efficiencies that deliver an impressive array of titles at the highest quality video outputs for service providers like Blink.”

Deluxe Catalog Service Powers Anytime, Anywhere Multiscreen Viewing

The Deluxe OnDemand VOD catalog covers a broad spectrum of video entertainment from major studios, television networks, premium cable and satellite television networks, and independent producers. The catalog is expanded with new titles monthly. The extensive library of pre-encoded and pre-packaged video content of new releases, blockbuster titles, popular television series, favorite classics and more is available for streaming or download to a wide variety of devices. The movies and TV programs available via the Deluxe OnDemand library provide cost efficiencies and time-to-market advantages that can increase the average-revenue-per-user for anytime, anywhere multiscreen viewing.

The Deluxe OnDemand service-based solution offers multiscreen providers the ability to quickly add new services without the significant upfront investment in time and resources it would take to build their own network infrastructure and workflows. Deluxe invests in creating file formats for the most popular devices so that titles are ready when service providers want them. The catalog supports the critical security and Digital Rights Management (DRM) encryption required to protect premium content. It easily integrates with key components of the UltraViolet delivery platform, including the Coordinator. Titles are also available to service providers pre-packaged and pre-encrypted with popular DRMs, including ARRIS’ SecureMedia HLS+; which is approved by all major Hollywood studios and leading programmers for content security.

The Deluxe OnDemand-Tvinci collaboration gives service providers the ability to quickly and affordably monetize multiscreen services. Tvinci’s OTT 2.0 platform with front end templates and a rich user experience, supports TVOD, subscription VOD, and pay-per-view models that will allow Blink to expand by creating packages based on language and/or currencies across its international entertainment and sports content. Tvinci’s support of multiple currencies, business models, dubbing and subtitles will future proof Blink and the service’s expansion across other territories in Asia.

Visit <http://www.deluxeondemand.com/why-deluxe-ondemand/large-video-catalog> for more information on the Deluxe OnDemand catalog.

About Deluxe Digital Distribution

Deluxe Digital Distribution is revolutionizing digital home entertainment with its extensive multiscreen ready, studio-quality video catalog. The cloud-based service easily integrates with the existing supply chain, workflows, storefronts and apps to simplify the access and delivery of next generation content delivery. Deluxe Digital Distribution is a business division of Deluxe Entertainment Services Group Inc., a wholly owned subsidiary of MacAndrews & Forbes Holdings Inc. Please visit www.deluxeondemand.com for more information on Deluxe Digital Distribution.

About Deluxe Entertainment Services Group Inc.

A wholly-owned subsidiary of MacAndrews & Forbes Holdings Inc., Deluxe is a leading provider of a broad range of services and technologies for the global digital media and entertainment industry. Bringing together a comprehensive network of specialized companies with boasting best-in-class artistry, cutting-edge technology, streamlined delivery and distribution solutions and customized management strategies, Deluxe approaches all of its businesses with an ingrained attention to quality, detail and creativity. From start to finish, in whatever format or language is required, Deluxe has the infrastructure and in-house capacity to provide complete solutions to a broad range of customers, including: major motion picture studios, television networks and cable companies, advertising agencies, brands, production companies, independent distributors and content owners.

###

Contact:

Kelly Delany
+1 805 708 8879
Kelly.delany@bydeluxe.com