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DEG ADDS FIVE NEW MEMBER COMPANIES
Industry Association Welcomes Content Bridge, GfK Entertainment, Google Play, Vubiquity and Western Digital

LOS ANGELES (August 19, 2014) – Home entertainment’s leading trade association, DEG: The Digital Entertainment Group (DEG), just announced the addition of five new member companies. The DEG’s newest member companies are: Content Bridge, GfK Entertainment, Google Play, Vubiquity and Western Digital.

These new companies represent diverse areas all serving the home entertainment industry – from digital supply chain solutions, digital stores, video services, market research and digital content management.

“The DEG remains dedicated to serving all needs of the home entertainment community” said Amy Jo Smith, President, DEG. “As the industry evolves, so does the DEG’s membership base and we are pleased to welcome these drivers of new way to deliver and enjoy content.”

CONTENT BRIDGE is a leading provider of digital supply chain software and solutions to studios, distributors, and retailers in the media industry. They provide world-class software with robust professional services to deliver quick, efficient, and cost effective solutions for managing, transforming, and delivering media and meta-data to any business partner anywhere in the world. Content Bridge is an approved 'encoding' vendor for all major digital retailers including iTunes and Google.

GfK Entertainment is an official charts and market research data supplier to the music, books, games, video and cinema industries. The company works closely with industry trade bodies and is widely recognized as the one of the world’s leading marketing research companies in the entertainment sector. GfK Entertainment is currently active in over 30 countries supplying official charts, tailor-made sales, market and product data analysis reports to content holders, retailers and trade body groups for all products, physical, digital and social media related in the entertainment sector.

GOOGLE PLAY is an online store with millions of digital songs, movies, TV shows, apps, games, books and more. Google Play Movies & TV offers new release movies, classic films and next day TV shows that consumers can rent or buy in HD or SD and watch on any device, Android, iOS or computer.

VUBIQUITY is the leading global provider of multiplatform video services, helping to bring the most innovative, advanced services into consumers’ homes and onto their connected devices. They work with customers at all stages of their video service deployment – whether new to video or fully mature – leveraging their cloud-based distribution platform to more easily and quickly meet

market demands for content anytime, on any device and to monetize opportunity, everywhere it exists and anywhere it emerges.

WESTERN DIGITAL is a global provider of products and services that empower people to create, manage, experience and preserve digital content. Its subsidiaries design and manufacture storage devices, networking equipment and home entertainment products under the WD®, HGST and G-Technology brands.

For more information on membership, please contact the DEG office.

DEG: The Digital Entertainment Group is an industry association that advocates and promotes entertainment platforms, products and distribution channels on behalf of the motion picture, music, consumer electronics and technology companies.

DEG membership is comprised of: Akamai, Alliance Entertainment, Anchor Bay Entertainment, BBC AMERICA, bitMAX, BluFocus, Cinedigm, Cinram, Content Bridge, Cryptography Research, Deloitte, Deluxe Digital, Dolby Laboratories, DTS Inc., Entertainment One, FilmTrack, Gibson Brands, Inc., GfK Entertainment, Google Play, HBO Home Entertainment, Intel, Kaleidescape, Inc., LG Electronics USA, Lionsgate, Mediamorph, Microsoft, MovieLabs, Neustar Media, Nielsen Entertainment, NPD Group, Panasonic, Paramount Home Media Distribution, Philips Electronics, PricewaterhouseCoopers, RLJ Entertainment, Random Media, Redbox, Rentrak, Rovi, Samsung Electronics, ScreenPlay, Sony DADC, Sony Electronics, Sony Music Entertainment, Sony Pictures Home Entertainment, Technicolor, Toshiba America Consumer Products, Twentieth Century Fox Home Entertainment, Universal Music Group, Universal Operations Group, Universal Studios Home Entertainment, Vubiquity, Walt Disney Studios, Warner Bros. Home Entertainment and Western Digital.