



DEG ADDS TEN NEW MEMBER COMPANIES
Association Welcomes Amazon, CenturyLink, Houghton Mifflin Harcourt, MAI, Outpost Media, Parrot Analytics, Screen Engine, V2Solutions, W2O Group and Warner Music Group

John Powers Joins as Executive Director

LOS ANGELES (July 22, 2015) – Home entertainment’s leading trade association, DEG: The Digital Entertainment Group (DEG) announced today the addition of ten new member companies: Amazon, CenturyLink, Houghton Mifflin Harcourt, MAI, Outpost Media, Parrot Analytics, Screen Engine, V2Solutions, W2O Group and Warner Music Group. As part of its growth, the association also announced the addition of John Powers as Executive Director.

“DEG continues to adjust its agenda to serve the needs of the full home entertainment in order to help support the transformation of the industry,” said Amy Jo Smith, president, DEG. “We are delighted to welcome seven new member companies who share the vision to help grow the business and improve ways for consumers to enjoy content at home and on the go.”

A home entertainment veteran, Powers, previously held marketing positions at Warner Home Video, Image Entertainment and TokyoPop. After earning his MBA from Northwestern’s Kellogg School of Management, Powers began his career at Pepsico. Powers will spearhead DEG’s Committees focused on marketing support for Ultra HD Blu-ray, Ultra HD 4K and Digital HD.

“The DEG is lucky to have John join the team and provide a wealth of knowledge for marketing both packaged goods and, specifically, home entertainment products,” said Smith. “During his tenure at both Warner and Image Entertainment, he was involved with the DEG and has a good understanding of how the DEG can be most helpful to its members in supporting their marketing efforts.”

AMAZON.COM opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon. Visit www.amazon.com for more information.

CENTURYLINK is the third largest telecommunications company in the United States and is recognized as a leader in the network services market by technology industry analyst firms. The company is a global leader in cloud infrastructure and hosted IT solutions for enterprise customers. CenturyLink provides data, voice and managed services in local, national and select international markets through its high-quality advanced fiber optic network and multiple data centers for businesses and consumers. The company also offers advanced entertainment services under the CenturyLink® Prism™ TV and DIRECTV brands. Headquartered in Monroe, La., CenturyLink is an

S&P 500 company and is included among the Fortune 500 list of America's largest corporations. Visit www.centurylink.com for more information.

HOUGHTON MIFFLIN HARCOURT is a global learning company dedicated to changing people's lives by fostering passionate, curious learners. As a leading provider of pre-K–12 education content, services, and cutting-edge technology solutions across a variety of media, HMH enables learning in a changing landscape. HMH is uniquely positioned to create engaging and effective educational content and experiences from early childhood to beyond the classroom. HMH serves more than 50 million students in over 150 countries worldwide, while its award-winning children's books, novels, non-fiction, and reference titles are enjoyed by readers throughout the world. Visit www.hmhco.com for more information.

MEDIA AUDITS INTERNATIONAL is the leading provider of audit and financial management services for the media industry. MAI audits billions of dollars each year in license fees, retransmission consent fees, subscriber fees, and royalty payments, on behalf of major media companies in the Fortune 500 throughout the world. They became the first firm to offer content owners independent, consolidated audits across networks and channels. Visit www.mai-global.com for more information.

OUTPOST MEDIA is a full service entertainment advertising company specializing in home entertainment industry. With a diverse range of projects covering every genre from action, horror, comedy, family and pretty much everything in between, they have spearheaded campaigns for titles such as *The Hunger Games*, *Now You See me*, *Expendables* and *Divergent* to name a few. They have also been the proud recipient of 3 Key Art Awards and a Golden Trailer since they opened in 2011. Visit www.4outpostmedia.com/ for more information.

PARROT ANALYTICS is a data science company that has developed the industry's first and only cross-platform, country-specific, real-time demand rating platform for TV and film content (Parrot Demand Rating). The company's next-generation technology helps TV and film producers, content buyers, sellers and advertisers make more effective content decisions. It does this by capturing and analyzing TV content demand in real time from hundreds of millions of viewers across the world; providing unprecedented insights into global content demand and predicting future country-specific content performance with a high degree of accuracy. Visit www.parrotanalytics.com/ for more information.

SCREEN ENGINE/ASI is a full service market research agency, headquartered in Century City, CA. Working with a strong base of entertainment clients to better identify and leverage opportunity and manage risk, it focuses on providing impeccable data and meaningful insights across the various screens of media. To better serve the home entertainment, games and technology markets, Screen Engine recently launched a new Digital Entertainment division led by Mark Orne, Senior Vice President. This division will provide strategic market research critical to the ever changing business, including physical and digital content, as well as emerging platforms. Visit www.screenenginellc.com for more information.

V2SOLUTIONS is a provider of digital solutions for content producers and distributors. From content creation through digital distribution to point of sale/viewing, V2's real-time digital services automate and accelerate processes at every stage. V2 is constantly developing and enhancing their

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advanced digital solutions to assist studios, TV networks, content owners and distributors to meet surging consumer demands for music, video games, and other emerging media - across an array of existing and emerging distribution channels including TV, broadband, gaming consoles, and mobile. V2's solutions cover metadata management throughout the digital supply chain with a special focus on international distribution and on market insights from their Digital Store Check. Visit www.v2solutions.com for more information.

W2O GROUP Founded and led by Chairman and CEO Jim Weiss, W2O Group is an independent network of complementary marketing, communications, research and development firms focused on integrated business solutions to drive change and growth through "pragmatic disruption" for the world's leading brands and organizations. W2O Group's network includes WCG (wcgworld.com), Twist Mktg (<http://twistmktg.com/>), BrewLife (brewlife.com) and W2O Ventures with 11 offices in the United States and Europe. Visit <http://w2ogroup.com> for more information.

WARNER MUSIC GROUP With its broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry, including Asylum, Atlantic, Big Beat, East West, Elektra, Erato, Fueled by Ramen, Nonesuch, Parlophone, Reprise, Rhino, Roadrunner, Sire, Warner Bros., Warner Classics, Warner Music Nashville, and Word, as well as Warner/Chappell Music, one of the world's leading music publishers, with a catalog of more than one million copyrights worldwide. Visit <http://www.wmg.com/> for more information.

For information on membership, please contact the DEG office at 424-248-3809.

DEG: The Digital Entertainment Group advocates and promotes entertainment platforms, products and distribution channels which support the film, television, music, consumer electronics and information technology industries.

DEG membership is comprised of: Akamai, Alchemy, Alliance Entertainment, Amazon, Anchor Bay Entertainment, BBC AMERICA, bitMAX, BluFocus, CenturyLink, Cinedigm, Cinram, Comcast, Content Bridge, Cryptography Research, DTS Inc, DIRECTV, Deloitte, Deluxe Digital, Dolby Laboratories, DreamWorks Animation, Entertainment One, FilmTrack, GfK Entertainment, Gibson Brands, Inc., Google Play, HBO Home Entertainment, Houghton Mifflin Harcourt, IMAX, Intel, Kaleidescape, Inc., LG Electronics USA, Lionsgate, MAI, Mediamorph, MGM, Microsoft, MovieLabs, NPD Group, Neustar Media, Nielsen Entertainment, Outpost Media, Panasonic, Paramount Home Media Distribution, Parrot Analytics, Philips Electronics, Playster, PricewaterhouseCoopers, RLJ Entertainment, Random Media, Redbox, Rentrak, Rovi, Samsung Electronics, ScreenPlay, Screen Engine, Sellthru Co, Sony DADC, Sony Electronics, Sony Music Entertainment, Sony Pictures Home Entertainment, Technicolor, Testronic Laboratories, The Orchard, Toshiba America Consumer Products, Twentieth Century Fox Home Entertainment, Universal Music Group, Universal Operations Group, Universal Pictures Home Entertainment, V2 Solutions, Verizon, Vubiquity, W2O Group, Walt Disney Studios, Warner Bros. Home Entertainment, Warner Music Group, Western Digital and Yekra.