

## ASX ANNOUNCEMENT

**For Immediate Release**

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**mcm entertainment group limited (ASX: MEG)**

### **mcm entertainment group and Network TEN form online video platform partnership with movideo**

mcm entertainment group's movideo division today announced that it has partnered with Network Ten to deploy its new generation Online Video Platform across the Network's broadcast brands, including the offerings on TEN, ONE and the soon-to-launch ELEVEN.

Network Ten's selection of movideo follows an international competitive tender.

TheTEN Digital team and the movideo team will work in partnership to enhance Network Ten's online video strategy and deliver a solution that drives optimum consumer engagement with its broadcast brands online.

movideo is the Online Video Platform developed in Australia by mcm. movideo has powered mcm media's online proprietary music video and audio streaming service Digital Entertainment Network (DEN) for the past two years.

Using movideo, DEN is now the largest music audio visual streaming platform in Australia other than YouTube. movideo now supports DEN to deliver 7.2 million video, audio and advertising files to around one million users every month via mcm's sites and syndication to partner sites.

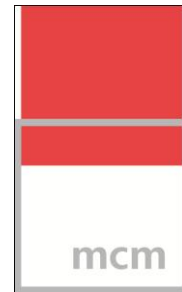
TEN's Video Hits site is also implementing DEN for music video streaming as part of the integration of the movideo platform into TEN Digital.

"We are thrilled to be partnering Network Ten with movideo. We believe we have developed a world-class Online Video Platform and winning a global tender for Network Ten is a wonderful endorsement. movideo is very active across the region and we will soon be announcing new partnerships in the Asian media and marketing sector," mcm entertainment group CEO Tony McGinn said.

"Online video streaming across all platforms and devices is all about consumer engagement and that is what is at the heart of the movideo product," Mr McGinn added.

Network Ten chief digital media officer Nick Spooner said: "This is an important strategic partnership for us. The movideo platform and team demonstrated the best capabilities and skills to support our growing online video offering. With movideo, we'll be developing new functionality and next generation video and advertising capabilities to take our premium video offering to the next level, following the successful launch of our catch-up TV service [ten.com.au/watchtv](http://ten.com.au/watchtv).

"TEN Digital and movideo are working to develop our offering to optimise user engagement and advertiser opportunities. This partnership will evolve and extend Network Ten's content offering across multiple platforms and new integrated video players available online will offer consumers more intuitive choices of additional video content based on their selections."



movideo was initially developed within mcm media in 2004 to power its online streaming and was established as a standalone mcm business in 2008. Utilising a managed service model, movideo allows customers to easily and economically manage, deliver, present, measure and monetise content for streaming over the internet to multiple devices.

movideo's core development team is based in Melbourne, with business development offices in Melbourne and Sydney. movideo is also opening offices in Beijing and Singapore in November with dedicated local business development teams.

"movideo is a media centric platform very focused on serving the growing video streaming needs of the Asian media market as well as its home market of Australia and New Zealand. There is an insatiable appetite for online video among consumers, advertisers are investing increasing dollars into online video at a rapid rate and publishers have a real need to optimise and scale their offering in this space," Mr McGinn said.

"movideo has the capabilities and scalability to deliver for our media and marketing partners as we enter the new era of the 'three screens'; online (PC's & tablets), internet-connected televisions (including IPTV and over-the-top TV applications) and mobile smart phones. It is a very exciting and rapidly growing space and we are pumped to be a major player in Asia and Australasia with movideo."

**For further information:**

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