

# ASX Announcement



27 October 2011

## Quickflix launches movie streaming

**Unlimited streamed movies & free Hollywood news hosted by Ruby Rose – what you want, when you want it!**

SYDNEY: The dream of streaming unlimited movies from Hollywood's leading studios – whenever you want, for one low monthly fee – has arrived, with the launch of the Quickflix movie streaming service.

The much awaited digital streaming service, from Australia's leading online movie rental subscription company, will launch through Sony's range of connected BRAVIA TVs, Blu-ray players and home theatre systems from 27 October. Streaming of Quickflix through PC and Mac will be available from 10 November, followed by Sony's PlayStation®3, and other device platforms later this year.

Quickflix Chief Executive Officer Chris Taylor said Quickflix's movie streaming and IPTV service was the new 'smart channel' which would transform the way Australians experienced movies and entertainment services.

"An entertainment revolution has begun, with Quickflix leading the way. We want to deliver the movies people love and the stars they love, anytime, anywhere, on any device, at a great price," Taylor said.

For \$14.99 a month, subscribers to Quickflix's movie streaming service can enjoy unlimited access to movies, on demand, from a constantly updated catalogue. Existing Quickflix online DVD rental customers can upgrade from \$7 to \$14 per month.

"Through our movie streaming service, millions of Australian households will have access to unlimited viewing of the best of Hollywood movies. It's also a fantastic complement for our DVD rental-by-mail service, which boasts Australia's largest library of over 50,000 movie and TV titles," he said.

Quickflix's movie streaming service also delivers free entertainment content, on demand, for subscribers as well as non-subscribers. The very talented Ruby Rose – based in Sydney and Los Angeles – will deliver A-List interviews, red carpet events and reviews produced by Quickflix.

Quickflix will also package Ruby's stories, with some original segments, into a weekly entertainment show *Picture This with Quickflix*, screening on Nine Network's GO channel from 6 November, at 1.30pm.

At the Quickflix launch (10pm Wed 26 Oct), Ruby Rose said Quickflix's movie streaming and IPTV entertainment 'smart channel' was at the cutting edge: "Get the movies you want, when you want and not pay big bucks. And whatever the celebs are up to in LA, you'll know about it when I do, all for nix!"

Sony is one of the leading players in Internet-enabled TVs and Blu-ray players. Globally, PlayStation 3 is the game console platform most consumers connect to their TV screen at home to stream movies. In the US<sup>1</sup> and UK, PlayStation 3 is estimated to account for over 30 percent of movie streaming by the leading online movie subscription providers in those countries.

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<sup>1</sup>As reported by Sandvine, May 2011.

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Taylor said Quickflix planned to make its movie streaming service available across all popular devices such as tablets and mobile phones. "The distribution network will grow as we finalise deals with other manufacturers of internet-connected devices," he said.

Future developments for Quickflix's movie streaming service will include pay-per-view movies for latest releases and premium on demand subscription packages serving niche interest areas.

Quickflix Founder and Executive Chairman Stephen Langsford said the launch of the movie streaming service was a defining moment for the business. "Our online movie rental subscription service is growing at pace. Combined with the launch of our movie streaming service we have our sights set on reaching a million customers in the next five years," he said.

#### **How Quickflix's Movie Streaming Service Works**

Go to the internet interface on your TV or device, and look for the Quickflix icon. Once you register for the service, you can start to enjoy streamed movies right away.

#### **What You'll See**

Subscribers to Quickflix's movie streaming service can enjoy movies an unlimited number of times from a constantly changing catalogue. Quickflix's traditional DVD rental service continues to offer access to unlimited rentals each month from Australia's largest movie catalogue of more than 50,000 titles.

#### **What it Costs**

*Subscription Movie Streaming Service Only:*

Subscribe to Quickflix's movie streaming service for only \$14.99 per month and stream movies from Hollywood's biggest studios unlimited times, from a constantly updated catalogue.

*Bundled Subscriptions— Movie Streaming Service and Online DVD Rental:*

Light \$5.99 per month DVD Plan – Add \$14.00 per month for movie streaming.

Basic \$15.99 per month DVD Plan – Add \$9.00 per month for movie streaming.

Standard \$22.99 per month DVD Plan – Add \$7.00 per month for movie streaming.

Ultimate \$32.99 per month DVD Plan – Add \$7.00 per month for movie streaming.

#### **Special Offer for Subscribers**

To celebrate the launch of the Quickflix movie streaming service, all paying members will receive free, unlimited access from 10 November to the end of 2011. Trial members can elect to start their paying membership early to take advantage of this special offer.

#### **Your Chance to Host with Ruby Rose**

If you fancy yourself as a movie buff and think you have what it takes to be Australia's next TV star, then Quickflix has a competition for you! Enter the Quickflix 'Sofa to Screen competition' for your chance to co-host an exciting new entertainment show. All you have to do is film a 30 second review of your favourite movie and head to the Quickflix Facebook page to enter. You can't use actual film footage so get creative! Competition closes 5:00pm EST 1st November 2011. For more information visit [www.facebook.com.au/quickflix](http://www.facebook.com.au/quickflix)

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## About Quickflix

Quickflix's vision is entertainment you want, whenever you choose. Our mission is to become a major entertainment brand in Australia and attract a million customers by 2016. Today we are Australia's leading online movie rental subscription company offering the largest range of movies and TV shows for as little as \$5.99 per month delivered by DVD and Blu-ray by mail or streamed instantly, on demand. Quickflix is listed on the Australian Stock Exchange (ASX: QFX). [www.quickflix.com.au](http://www.quickflix.com.au)

## About Sony

With a diverse portfolio of businesses across electronics, music, film, gaming and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital SLR cameras, Walkman MP3 players, VAIO computers, READER eBook Readers as well as HD professional broadcast equipment. For more information on Sony Australia, visit [www.sony.com.au](http://www.sony.com.au).

**Product Information:** For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit [www.sony.com.au](http://www.sony.com.au).

**Images:** Product images can be downloaded from the Sony Australia Flickr site [www.flickr.com/photos/sonyaustralia](http://www.flickr.com/photos/sonyaustralia). For assistance, please contact the Sony team at Hausmann Communications at [sony@hausmann.com.au](mailto:sony@hausmann.com.au).

**Social Media:** Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - [www.facebook.com/sonyaustralia](http://www.facebook.com/sonyaustralia) and YouTube [www.youtube.com/sonyaustralia](http://www.youtube.com/sonyaustralia).

## About Sony Computer Entertainment Australia

Sony Computer Entertainment Australia is a wholly owned subsidiary of Sony Computer Entertainment Europe Ltd Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PlayStation®3, PlayStation®2, PSP™ (PlayStation®Portable) and PlayStation®Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PlayStation 3 in November 2006, 51.8 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 152.4 million systems worldwide. Since its launch at the end of 2004, over 71.4 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, more than 80 million accounts have registered to PlayStation Network, the free-to-access interactive environment, and over 1.76 billion items have been downloaded.

More information about PlayStation products can be found at [www.playstation.com.au](http://www.playstation.com.au)

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