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# TDF begins a new phase of deployment into 200 theaters in Europe

Over 60 theaters and 300 digital screens are currently connected to the TDF pan-European digital cinema network operated by its subsidiaries SmartJog and Media Broadcast

Paris, France (March 26, 2009) – TDF Group, the leading broadcasting operator in Europe, has unveiled its plans to deploy a pan-European delivery service for digital cinema. TDF will provide electronic delivery of digital copies to theaters in Europe, leveraging on its established presence in 10 territories.

TDF has already connected 60 theaters in 6 countries and plans to double the number of connected theatres in 2009 and 2010.

The news was unveiled in Paris at TDF's 1st Digital Cinema Conference on March 26<sup>th</sup> by Thomas Bremond, TDF International Development Director for Multimedia Services.

"I am pleased to announce that TDF's subsidiaries, SmartJog and Media Broadcast, have joined forces to market the 1st pan-European Digital cinema electronic delivery service to digital theaters across Europe," said Bremond to Conference's attendees including several distributors, technical service providers, exhibitors and officials from the French and the German government.

TDF platform will soon provide service into two thirds of France multiplex theaters, with deployment in progress at major circuits CGR, Europalaces and Kinepolis. Another significant deployment is scheduled in Switzerland and Austria in the coming months. TDF is expecting to announce additional deployment deals very soon in continental Europe.

TDF is committed to connect theaters in several countries throughout continental Europe, including France, Germany, Austria, Switzerland, Benelux, Italy, Spain, Portugal, Scandinavia and Baltics, with the goal of helping exhibitors' transition to digital cinema.

TDF's pan-European digital cinema solution is Europe's only service that provides an end-to-end hybrid digital cinema electronic distribution network for the cinema industry, from digital cinema mastering facilities to movie theaters, with innovative satellite and terrestrial transmission optimization technology, specifically tailored for secure and reliable DCP distribution.

TDF's pan-European digital cinema solution currently facilitates the secure storage, management and digital delivery of trailers and feature films directly to theaters for over 17 feature film distributors and has already delivered hundreds of DCPs (Digital Cinema Packages) to theaters.

The platform is also currently used by over 40 digital cinema service providers and integrators globally including leading cinema advertising companies such as Mediavision and Screenvision for the delivery of pre-show programs.

#### **About TDF**

www.tdf.fr

The TDF Group is the main operator of shared facilities and terrestrial networks in Europe. It assists its clients – television networks, radio stations, telecommunications operators, ISPs and local municipalities- across the entire value chain of audiovisual and telecoms networks: from upstream –with complete filming, broadcasting, content management and delivery solutions- to downstream, with transport, deployment and operation of networks, onsite hosting of operators' equipment at its sites (10,100 in Europe) and maintenance.

A key player in telecommunications and audiovisual convergence, upstream of new technologies, TDF is an operator with strong local roots, close to its clients and partners, actively committed to battle against the digital divide.

TDF is present in France, Germany, Austria, Finland, Hungary, Spain, the Netherlands, Poland, Estonia and Monaco.

### **About SmartJog**

#### www.smartjog.com

SmartJog, the global leader in digital delivery with presence in 65 countries, offers a fully managed distribution and file transfer platform for the secure, fast, and reliable digital delivery of content. With SmartJog, clients can digitally deliver any media, any size, to anywhere across SmartJog's secure network. SmartJog, a TDF subsidiary, manages TDF's pan-European Digital Cinema service offerings along with Media Broadcast, for the delivery of digital content to theaters. The TDF's pan-European digital cinema solution is Europe's only service that provides an electronic end-to-end, dedicated digital cinema distribution network for the Cinema industry.

#### About MEDIA BROADCAST

**MEDIA BROADCAST** is Germany's largest full-service provider in the media and broadcast industry. The company's core business revolves around the planning, installation and operation of multimedia transmission platforms, inside and outside of Germany, for television and radio companies based on modern transmitter, cable and satellite networks. MEDIA BROADCAST provides comprehensive service to some 850 national and 110 international customers, including public and private broadcasters, TV and radio production companies, international broadcasters and network operators, media groups and the cinema industry. MEDIA BROADCAST is a member of the TDF-Group, the main operator of shared facilities and terrestrial networks in Europe. You can find more information under <a href="https://www.media-broadcast.com">www.media-broadcast.com</a>