



ContentBridge Named To Board For Entertainment Merchants Association

ContentBridge Systems, LLC, a leading provider of programmatic content distribution for media and entertainment, was named to the Board of the Entertainment Merchants Association (EMA).

ContentBridge Systems, LLC was named to the board of Entertainment Merchants Association (EMA). The announcement was made by company CEO Jason Peterson. ContentBridge is a leading provider of programmatic content distribution for media and entertainment and will serve through 2019. The Entertainment Merchants Association (EMA) is a not-for-profit international trade association dedicated to advancing the interests of the \$41 billion home entertainment industry in the United States.

"The knowledge and expertise that Jason brings to the Board is invaluable to the association," says EMA President and CEO Mark Fisher. "He is a visionary thinker who will be instrumental in helping to insure we continue to represent and adapt to the changing home entertainment industry." For his part, Peterson says, "I'm elated that ContentBridge Systems has been elected to an Entertainment Merchants Association board seat. As ContentBridge's appointee to the board I'm excited at the opportunity to serve the community I've been a part of for 17 years. The EMA has played an important role in the paradigm shift from physical to digital as the trade group representing the entire ecosystem from studio to retailer. Going forward it will be at the nexus of the convergence of movies, television, VR/AR and short form video content."

Award-winning Programmatic Content Distribution

ContentBridge is an active member of the EMA, garnering the prestigious Digital Innovation ("Digi") Award in 2014. Through its Equinix data center, ContentBridge continues to democratize today's digital supply chain, giving every content owner access to the same powerful software that allowed the world's largest entertainment conglomerate to save over \$100MM and make a seamless transition of its supply chain capabilities from physical product distribution to 24/7 digital streaming entertainment. Just a few mouse clicks in the cloud gives content holders the ability to instantly move their entertainment into the digital domain. Whether it's just short films for a multi-channel network or a library of 500 movies for a studio, the software allows any owner the ability to organize and quality assure their library, understand their distribution readiness relative to their avails, and digitally distribute and monetize their content worldwide and on-spec to over 200 different digital retailers.

About ContentBridge:

ContentBridge provides automated supply chain software solutions to Fortune 1000 companies, major studios, major digital retailers, independent producers and distributors. The company enables content holders to manage and deliver movie, television, short-form and music content to owned and operated OTT channels as well as third party digital media retail and broadcast more efficiently than traditional postproduction operations.

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Contact Information

Steven Fisher

GoDigital Media Group

<http://www.godigitalmg.com>

818-688-1502