



## **ContentBridge Builds Automated Delivery Channel for Proximus TV and Studio 100**

### *ContentBridge Sees Automated Deliveries/QC Becoming Industry Standards*

ContentBridge Systems LLC, a leading provider of digital content supply chain solutions to major studios, aggregators, independent distributors and retailers, has announced completion of an automated delivery channel that links Belgium based companies Proximus TV and Studio 100. The link will bring Studio 100's rich catalog of kids and young adult content, including their popular Wanagogo fare, to Proximus TV. Popular programming from Studio 100 includes K3, Maya The Bee, Heidi, Bumba, Mega Mindy and Vicky The Viking.

#### Automated Delivery and Quality Control

"I am particularly proud of the way our product and software development teams quickly built an automated delivery channel connecting Studio 100 and Proximus TV," says ContentBridge COO Doug Reinart. "In less than two weeks, the team created and tested the media transcoding, packaging, automated QC, and delivery automation to execute large content deliveries meeting Proximus requirements from the very first transmission. Studio 100 can now seamlessly support on-going digital deliveries of movies, episodes, and short-form video to their valuable partner. The relationship between Studio 100 and Proximus is bound to strengthen and grow as a result."

#### The New Digital Supply Chain

According to Reinart, the electronic bridge between Proximus and Studio 100 provides a glimpse into where the digital supply chain is heading. "We believe that the 'self service' supply chain, enabled through innovative software finally emerges in 2016 as a viable substitute for many post production activities," says Reinart. "ContentBridge is focused on discrete cloud services capable of replacing legacy post production functions handling digital content distribution. Content owners have the option of being more in control and efficient when delivering their content to digital retailers and other business partners."

#### About ContentBridge:

ContentBridge is a leading provider of digital supply chain solutions for the media and entertainment industry. Through our direct involvement with major studios, independent distributors, and leading consumer services like iTunes and Netflix, we have developed automation software and best practices for efficiently managing and distributing digital content among business partners. ContentBridge is an approved encoding vendor for major digital retailers worldwide. We deliver our technology on-premise, as a Software-as-a-Services, or through a highly capable managed services team. For further information please visit [www.contentbridge.tv](http://www.contentbridge.tv) or call 310-405-6178 x1.

#### About Studio 100:

Hans Bourlon and Gert Verhulst founded Studio 100 in 1996. At launch there was just one TV production and five employees. Today, the company has grown to become one of the largest independent global family entertainment companies with more than 1,000 employees (FTE) worldwide and offices in Belgium, the

Netherlands, France, Germany and Australia. In 1999 Studio 100 took its first steps in the theme park business with the opening of Plopsaland Park on the Belgian coast. The company now has three venues in Belgium, one in The Netherlands and one in Germany. More than 2.7 million visitors through our gates every year, continuing to extend its business. In 2008 Studio 100 took control of EM Entertainment and became an international player as the owner of one of the largest independent catalogues of children's content, characters and classics. Through Studio 100 Media, based in Munich, they distribute TV series worldwide. In the same year Studio 100 acquired the successful Australian animation studio Flying Bark; and founded Studio 100 Animation in Paris. Since then, numerous productions and remakes of classics (Maya the Bee, Vic the Viking and Heidi have been put into production). In 2010 Studio 100 launched a cooking channel for the Benelux market and most recently we established an inhouse international film distribution business.

Studio 100 is proud of its achievements in family entertainment; we are number one in Benelux. Through its recent business developments, coupled with continued growth, Studio 100 is now positioned as a global player in the entertainment industry.

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