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EUROVISION SIGNS PARTNERSHIP AGREEMENT WITH CIVOLUTION

Eurovision to offer Teletrax broadcast monitoring solution with its World Feed Service

Eindhoven, Netherlands, April 20th, 2009 - Civolution, the leading provider of technology and services for identifying, managing and monetizing media content, today announced it has signed a partnership agreement with Eurovision, for its Teletrax® broadcast monitoring service.

Eurovision will integrate the Teletrax video watermarking based monitoring service into its distribution services. Using Teletrax's unique global television monitoring network of over 1,500 channels and its web-based reporting tool, Eurovision will report back to its clients with precise broadcast information about the reach and performance of their content.

"At Eurovision, we aim to be true partners to our customers, working with them and customizing our services to meet their needs," said Director of Eurovision Operations Stefan Kuerten. "Teletrax provides excellent new capabilities for our clients on the Eurovision World Feed. Its expansive global monitoring network and near real-time reporting services will greatly enhance our offering. This is a crucial service, particularly in the current economic climate, when producers and rights owners need to precisely measure the impact of their projects."

"We are extremely pleased to partner with Eurovision, a leading player in the global news and sports markets. This partnership addresses the needs of Eurovision's clients to understand precisely when, where and how their content is being aired," said Andy Nobbs, Civolution Chief Commercial Officer. "In today's digital media landscape it is paramount that media owners take informed decisions based on reliable metrics. Teletrax is all about providing that data."

Teletrax, Civolution's broadcast monitoring service, maintains a proprietary network of detectors that monitors over 1,500 television channels worldwide. It is the only global digital broadcast verification and intelligence service. Teletrax allows video content owners to precisely track and monitor where, when and how their content is being aired. Airing information is delivered within minutes of broadcast via a web-based reporting interface. The intelligence provided helps media executives to evaluate the reach of their video assets, confirm and prove airing of content, offer proof of performance for sponsors/partnerships, identify the misappropriation of televised assets, develop new licensing models, control content inventory and improve return on investment

Eurovision joins an impressive list of media organisations already working with Civolution utilizing Teletrax services, including: Associated Press, Thomson-Reuters, ABC Television Network, CBS Television, Disney-ABC Domestic Television, Fox Broadcasting Company, The NBC Agency, NBC Universal Domestic Television, United Nations, ITN Networks, Euro RSCG 4D DRTV, Agence-France-Presse and more.

About Civolution

Civolution is the leading provider of technology and services for identifying, managing and monetizing media content. The company offers an extensive portfolio of cutting edge watermarking and fingerprinting technology solutions for forensic tracking of media assets in pre-release, digital cinema, PayTV and online. Through its service portfolio Civolution offers broadcast and internet media intelligence and monetization solutions. Headquartered in Eindhoven, The Netherlands, with offices in London, New York and Los Angeles, Civolution was formed in October 2008 as a spin-off from Royal Philips Electronics. For more information visit: www.civolution.com

About Eurovision (www.eurovision.net)

Eurovision is a department of the European Broadcasting Union (EBU), the largest association of national broadcasters in the world. Eurovision operates a global fibre and satellite platform dedicated to the delivery of top sports and news events to the international broadcast and media market. A community of more than 3000 broadcasters around the world is directly connected to the Eurovision platform.

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