

September 2nd, 2009

Eurovision Production Coordination awards Civolution contract for broadcast monitoring of Venice Film Festival Video Packages

Eurovision Production Coordination to use Civolution's Teletrax broadcast monitoring service to manage distribution and report results to its sponsors

Eindhoven, The Netherlands and Geneva, Switzerland, September 2nd 2009 – Civolution, a leading provider of technology and services for identifying, managing and monetizing media content and Eurovision Production Coordination, a new European Broadcasting Union (EBU) production subsidiary, today announced that they have signed an agreement for Eurovision Production Coordination to use Civolution's broadcast monitoring service Teletrax. The service will be used to track all video packages produced during the Venice International Film Festival (2-12 September, 2009) and distributed to Eurovision members for use in TV news and arts programming.

"We are delighted EBU chose to extend its relationship with Civolution," says Civolution CEO Alex Terpstra. "The broadcast intelligence provided by Civolution's Teletrax service offers accountability and transparency for all Venice International Film Festival media stakeholders to measure their return-on-investment, which is critical, particularly in today's economic climate."

Eurovision Special Events and the EBU production subsidiary, Eurovision Production Coordination, (EPC) with the support of Italian National broadcaster RAI, are offering a new concept in host-broadcasting providing more content with increased efficiency to television channels and internet websites worldwide, increasing on-air and online time dedicated to the event. EPC has set up full production services to cover the daily festival events including the press conferences, photo calls, interviews, red carpet, special side stories and the opening ceremony. Using Civolution's Teletrax broadcast monitoring service, EPC will obtain precise information about the reach of its production packages. With the intelligence gathered, EPC will report back to the sponsors on the performance and impact of their campaigns. In time, EPC will be able to analyse the critical data to refine and enhance its offering to increase airtime, improving ultimately a sponsors' return-on-investment.

"We are very pleased to benefit from Civolution's Teletrax service to monitor our worldwide distribution during the coming Venice Film Festival," says EPC Managing Director Franck Choquard. "Being able to control video package usage and reporting it to the Festival's sponsors is a key element of the communication solution we are promoting during this international event. Without Civolution's Teletrax service, it would be impossible to know the air-time usage of our packages and to report it to our sponsors."

For more information:

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About Civolution

Civolution is a 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, Rennes, New York and Los Angeles, Civolution was formed in October 2008 as a spin-off from Royal Philips Electronics combining synergies from Philips CI, Teletrax and Thomson STS. For more information visit: www.civolution.com.

About EPC

Eurovision Production Coordination is a new EBU (European Broadcasting Union) subsidiary in charge of Host-Broadcasting and content aggregation solutions when EBU members are not able to offer such production. EPC offers its services to event organizers, rights holder or international and national federations covering sports, political, fashion or cultural events. EPC is honoured to launch this new service with the 2009 edition of the "Mostra Internazionale d'Arte Cinematografica di Venezia". For more information please contact epc@eurovision.net.