

FOR IMMEDIATE RELEASE

October 15th, 2009

Civolution Internet Services scores double industry recognition for innovation and performance

Civolution Internet services awarded with the TV INNOVATION AWARD for content protection and successfully completed the latest MovieLabs fingerprint tests

Eindhoven, The Netherlands, October 15th 2009 – Civolution, a leading provider of technology and services for identifying, managing and monetizing media content, today announced that the company's Internet Services solution has been awarded with the TV Innovation Award for Content Protection. The award was presented last week at a ceremony at the Beverly Wilshire Hotel in conjunction with the TV 3.0 summit, held at the same venue.

Judged by an independent panel of industry experts, and administered by IMS Research, the TV Innovation Awards recognize the most forward thinking companies that are creating products and services that are driving a new TV paradigm.

IMS Vice President Ian Weightman stated: "As the TV industry evolves to a true on-demand experience, with users able to access extensive libraries of content to be viewed at a time and place and on the device of their choosing, many new challenges and opportunities are presented. The goal of the TV Innovation Awards is to recognize the most forward-thinking companies creating products and services that are driving this new TV paradigm, which is often referred to as TV 3.0. We received well over 100 entries for this year's awards, which were judged by an independent panel of 14 industry experts. We were especially pleased to have received a large number of entries from Asia and Europe as well as from the US."

Alongside the award recognition, the performance of the underlying fingerprinting technology was also recently revealed and highlighted in a new round of testing performed by the MPAA and MovieLabs, a research and development joint venture started by the six major motion picture studios.

The *Content Recognition Study* test, measured the ability for digital fingerprinting technology to recognize media content. It was performed on broad set of media content including movies, television, transformations, transcode, short-clips, mash-ups, musical clips, ingests, talking clips and more.

Alex Terpstra, Civolution's CEO, commented: "We are proud that our Internet Services platform has been recognized as a major innovation in enabling content owners, internet distributors and publishers to work together to design and operate mutually beneficial content business models. Furthermore, the MPAA and MovieLabs tests provides additional reassurance to our customers that Civolution Internet Services is built on solid and proven fingerprinting technology. This is a great complement to our team who have designed and build the platform and a testament that we are gradually moving from content protection towards content monetization."

-- end --

For more information:

Emmanuel Josserand
Civolution Director Marketing
Tel: +44 (0)207 845 7371
emmanuel.josserand@civolution.com

David Bramley
Platform PR
Tel: +44 (0)20 7486 4900
david@platformpr.com

About Civolution Internet Services

Civolution Internet Services, also known as 'Mediahedge', is built on a rich portfolio of content identification technologies and services and provides a comprehensive suite of identification, measurement and management tools needed to effectively launch new revenue-earning services. Using Civolution Internet Services, content owners can evaluate the reach and performance of audio and video assets, confirm content usage/upload, manage rights and intellectual property, support sponsor revenue, control content inventory and help establish new business opportunities.

The solution uses Civolution's unique fingerprinting technologies. Fingerprinting, works by extracting the specific features of the video providing a unique ID for any piece of content. Fingerprints are stored in a reference database, together with metadata that is associated with the content. The system then performs a constant matching of content aired or published against the reference database and upon identification sends details to a database for analysis and reporting.

The fingerprints can be used for internet tracking and monetization but can also be combined with Civolution's Teletrax broadcast intelligence service which monitors television channels around the world. This combination yields a unique one-stop shop for content monitoring of broadcast and online content distribution, essential as more and more content owners look towards distributing their assets via every possible distribution medium.

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.