



Press Release

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SGT Acquires Vivesta

- ***Based on a highly complementary product offering, together, the two companies will increase their market reach and opportunities***
- ***Both product lines, VEDA and MediaFlow, will continue to evolve and be supported***

Champs sur Marne, France, February 16, 2011 - SGT, a leading European software vendor in the broadcast and media industry, today announced that on February 15, 2011, it acquired Vivesta, a Netherlands-located specialist for workflow-based media solutions for TV, VOD, IPTV, and mobile TV services. Vivesta's product line MediaFlow, for Media Asset Management, Playout Automation and VOD solutions, will continue to evolve and be supported.

Guillaume d'Azémar de Fabrègues, president of SGT, said: "SGT and Vivesta are a strategic fit and I am very excited about the opportunities for accelerated growth. By combining the efficiency and skills of the two teams, our technical depth, our product lines and our local and regional market know-how, we will reach a much broader set of clients with a powerful, enriched and state-of-the-art product offering." The main strategic direction of development for SGT in the coming years is to combine TV, IPTV, and VOD technologies, which will open up tremendous opportunities.

The two product suites are highly complementary. With a larger and more comprehensive product offering, the combined entity SGT-Vivesta will be able to significantly expand its market reach:

- SGT's VEDA software suite for workflow automation is an innovative solution for video content management (MAM) and linear and non-linear playout automation. VEDA is based on Microsoft technology and mainly addresses high-end markets.

Experts that deliver



- With MediaFlow, Vivesta offers a play automation, a media asset management and media business management solution for TV channels and VOD. MediaFlow is based on Linux and open source (LAMP stack) technologies and is primarily targeting mid/upper-range markets.

In order to ensure strong investment protection for existing clients, the two product lines will continue to evolve and to be supported. The combined and optimized linear TV and VOD solutions will enable clients to maximize their revenues from the content.

Thijs Vanderhallen, one of the three founders of Vivesta, said: “Vivesta has built a strong reputation in the Benelux and UK with great customer references. With the help of TwoMinds we found SGT as the strategic partner we were looking for. Combining strengths with SGT will help us to bring our efforts to another level. We are proud to be part of SGT and to be able to address bigger projects and international markets. We will continue to be close to our customers and provide them with even more powerful solutions in the future.”

The brands of SGT and Vivesta remain unchanged. Vivesta’s management and all employees will continue to be part of the team and all three sites, two in France and one in the Netherlands will be maintained to be close to the customers. SGT and Vivesta will share a booth at NAB (Las Vegas), IBC (Amsterdam) and Natexpo (Moscow).

About SGT:

With 20 years of experience in broadcasting, SGT is a leading global software vendor providing innovative solutions for the broadcast and media industries. More than 300 TV channels worldwide use SGT’s award-winning software suite, VEDA™, such as Arte, BeTV (Belgium), Canal +, EPTV (Algeria), Eurosport, France Télévisions, M6, ProfMedia (Russia), RTBF (Belgium), RTL, SBS (Netherlands), SWR (Germany), TF1 (France), RTS (Switzerland), TV5 Monde. The solution based on a service-oriented architecture (SOA) features high flexibility and modularity offering seamless integration into each client’s environment.

The company was founded in 1990 in France. Today, 50% of its business is generated outside of France. For more information visit SGT’s website at www.sgt.eu

About Vivesta:

Vivesta delivers comprehensive workflow based media solutions for TV, VOD, IPTV and mobile TV services. Its flagship product, MediaFlow, combines Media Management, Channel management, Linear and non-linear Publishing in a single solution enabling customers to maximize the potential of their asset catalogue on multiple outlets.

Vivesta serves customers from broadcasting facility companies, national broadcasters and cable companies up to publishers with the ambition to explore the possibilities of content distribution. Our customers include among others, Endemol, Jetix (Disney), KPN, MTV, Reed Business Information, RTL, Technicolor and VRT. More information at www.vivesta.com

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