



Press release

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Disney selects SGT Vivesta and KPN Broadcast Services for Multichannel Playout and Video On-Demand services.

Hilversum, The Netherlands, November 14, 2011 - SGT Vivesta, the leading supplier of flexible Media Business management, Media Asset Management and Broadcast automation software today announced that Disney Channels Benelux selected KPN Broadcast Services and SGT Vivesta to provide an end-to-end solution for Traffic and scheduling, MAM and Playout services.

Disney, KPN Broadcast Services and Vivesta started their partnership in 2006 with the launch of one national channel. Since then, Disney has grown to four channels in the Netherlands and Belgium with additional services to cable VOD platforms.

“We are proud that one of the biggest names in the media and entertainment industry reconfirms the trust in our software. We believe in long-term relationships and flexible solutions to enable our customers to grow as they need. Disney is a proven example of that strategy.” says Thijs Vanderhallen, Marketing manager, SGT Vivesta”

With the MediaFlow Business MAM product and VEDA Automation product, SGT Vivesta will enable Disney to centralize all Business and MAM operations for multiple outlets in a single web-based system improving operational flexibility and efficiency while, at the same time, maintain a rock-solid and scalable transmission operation.

“We are in a rapidly changing media world and, based on experience, we know we can handle this with Vivesta’s Mediaflow product, one of the main reasons for the decision to stay with KPN and Vivesta.” Says Ad van Brummelen, Head of Broadcast Operations Disney Benelux.

About Disney:

The Walt Disney Company, (NYSE:DIS), is a leading diversified international family entertainment company and media enterprise with five business segments: Media Networks, Theme Parks and Resorts, Studio Entertainment, Disney Internet Media Group, and Disney Consumer Products. Disney is a Dow 30 company and generates revenues of over \$35 billion annually. Disney is headquartered in Burbank, California.



About Vivesta:

Vivesta delivers comprehensive workflow based media solutions for TV, VOD, IPTV and mobile TV services. Its flagship product, MediaFlow, combines Broadcast Business Management, Content Management, Linear and non-linear Publishing in a single solution enabling customers to maximize the potential of their asset catalogue on multiple outlets. Customers include among others, Endemol, Jetix (Disney), KPN, MTV, Reed Business Information, RTL, Technicolor and VRT. Vivesta is part of Imagination Group. More information at www.vivesta.com

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, TSR (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. SGT is part of Imagination Group. For more information visit SGT's website at www.sgt.eu

About KPN:

KPN is the leading telecommunications and IT service provider in The Netherlands, offering wireline and wireless telephony, internet and TV to consumers. KPN Broadcast Services offers broadcast business management, network, production, archive and playout facilities for a range of clients, including RTL, SBS Broadcasting, the Dutch national and regional public broadcasters, Canal Satellite Digital, Sky Radio Group, Disney, MTV Networks, IDTV, Eyeworks and Endemol.