



Press Release

RED BEE MEDIA ANNOUNCES MEMBERSHIP TO DIGITAL ENTERTAINMENT CONTENT ECOSYSTEM (DECE)

27/05/10

Red Bee Media Joins Cross-Industry Coalition to Make “Buy Once, Play Anywhere” a Reality for Consumers

Red Bee Media has today joined the Digital Entertainment Content Ecosystem LLC (DECE LLC), www.decellc.com, a multinational cross-industry coalition dedicated to establishing the first open market for digital content distribution.

Red Bee Media represents international broadcasters and advertisers across TV, web and mobile such as Discovery International, BBC, Channel 4, Virgin Media, UKTV, Nike, Canal+, Lonely Planet, and Action Aid.

The diverse group with support from every industry involved in digital entertainment now includes 55 members across entertainment, software, hardware, retail, infrastructure and delivery including Microsoft, Sony and Warner Bros.

In addition to the recent addition of seven new members including Red Bee Media, DECE has reached several major milestones over the course of this year. The group has announced agreement on a Common File Format, an open specification for digital entertainment; the selection of Neustar to build the group's cloud-based authentication service and account management hub; and the approval of five Digital Rights Management (DRM) solutions that will be DECE-compatible.

Brian Levy, Chief Technical Officer, Red Bee Media, said: “Red Bee Media, with our heritage of innovation, are proud to join DECE and to play our part in this important industry body to deliver next generation cross-device content services to the customer. The ‘Buy Once, Play Anywhere’ ambition is a real priority for Red Bee Media as we work towards enabling our clients to realise the full commercial value of their content.”

Mark Teitell, General Manager, DECE, said: “DECE is committed to creating a superior and consistent experience in how consumers purchase, access and enjoy digital entertainment. Red Bee Media shares our vision and its wealth of industry experience and capabilities further strengthen the group of innovators bringing DECE into the commercial marketplace.”

FOR FURTHER INFORMATION PLEASE CONTACT

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