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Cinedigm Expands Linear Channel Offerings with Dove KIDS, A 24/7 Programmed Children's Network

New channel will be available to current Dove subscribers as well as a stand-alone service to cable, telco and technology distribution partners

LOS ANGELES--(BUSINESS WIRE)-- Cinedigm (NASDAQ: CIDM) today announced the upcoming launch of Dove KIDS, a new 24/7 Programmed Children's Network featuring children's movies, television series, animation, and educational programming geared at kids 5-12 years of age. The ad-free channel launches May 23rd on the web, Apple's iOS, Android, AppleTV, and Roku devices and will be immediately available to Cinedigm's streaming OTT Dove Channel subscribers. Cinedigm will also distribute the channel to the quickly-growing universe of over-the-top cable bundlers and platforms developed by major media, telco and technology providers.

The launch of Dove KIDS follows last year's highly successful pilot launch of Dove NOW. Since launch, Dove NOW has become the most-watched programming selection on the Dove platform, and users who watch Dove NOW have a 1.4x greater level of engagement with the overall service.

"With more than 80% of Facebook's 1.2 billion audience now watching Facebook Live, and nearly 300 billion minutes streamed on Amazon's Twitch platform last year, there is a massive consumer demand for live and linear programming in the OTT environment," said Erick Opeka, EVP of Digital Networks for Cinedigm. "Adding linear channels improves content discovery, leads to longer watch times and engagement, reduces churn, and provides a great new source of revenue as we syndicate them to major partners."

Given the success of Dove now and the new ability to rapidly deploy new channels via the Verizon Digital Media Services Uplynk Video Streaming platform, Cinedigm is planning a significant expansion of linear offerings in the coming months. This will include channels developed for fandom and pop culture network CONtv and factual network Docurama, along with additional offerings leveraging Cinedigm's vast library of horror, anime, and western content.

The announcement comes amidst Cinedigm's recent expansion of its world-class OTT infrastructure in support of rapid channel expansion and deployment, including deals with Verizon Digital Media Services, Limelight Networks, the addition of DRM support from Google, Apple and Microsoft, as well as device footprint expansions to more than 60 Million devices including Google Chromecast, Android TV and Amazon Fire TV.

About Dove Channel

Dove Channel currently has a library of almost 1,400 pieces of content, including nearly 500 films and 900 television episodes approved by the Dove Foundation and ranks as the largest library of faith-based & family-friendly content in the OTT marketplace.

Dove NOW, a new auto-play feature on the service for those who simply want to relax and watch, airs kids programming blocks in the morning and early afternoon, and blocks containing more adult fare from fringe to primetime.

A subscription-based offering at \$4.99 per month, the programming can be viewed across a broad spectrum of connected devices including Roku® Players and Roku TV™ models, Android and iOS, AppleTV, LeEco smart phones and TVs, the web, and mobile and tablet devices. Additionally, Dove Channel, along with Cinedigm's CONtv and Docurama, are available to Amazon Prime members as part of Amazon's new Streaming Partners Program. Prime members can view Cinedigm's channels with the Amazon Video app available across hundreds of devices.

About Cinedigm

Cinedigm powers custom content solutions to the world's largest retail, media and technology companies. We provide premium feature films and series to digital platforms including iTunes, Netflix, and Amazon, cable and satellite providers including Comcast, Dish Network and DirecTV, and major retailers including Walmart and Target. Leveraging Cinedigm's unique capabilities, content and technology, the Company has emerged as a leader in the fast-growing over-the-top

channel business, with four channels under management that reach hundreds of millions of devices while also providing premium content and service expertise to the entire OTT ecosystem. Learn more about Cinedigm at www.cinedigm.com.

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Jill Newhouse Calcaterra, 310-466-5135

jcalcaterra@cinedigm.com

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