



March 31, 2017

## Cinedigm Announces Major OTT Platform Expansions For 2017

***OTT Channel reach to expand by 60+ Million New Consumers on Google's Chromecast, Android TV, and Amazon Fire TV Platforms***

NEW YORK--(BUSINESS WIRE)--

Cinedigm (NASDAQ: CIDM) announced today plans to significantly extend the availability of its fast-growing OTT services by supporting Google's Chromecast and Android TV Platforms, as well as Amazon Fire TV for the first time.

The expansion will begin with Google Chromecast, with availability scheduled for April 21<sup>st</sup>, 2017. This will be followed by Amazon Fire TV support, releasing in June 2017, and Android TV, releasing in July 2017. Cinedigm's OTT channels can currently be viewed across a broad spectrum of connected devices including Roku Players and Roku TV models, Android, Apple's iOS and tvOS, and all major web browsers. Additionally, Cinedigm's channels are available to Amazon Prime members as part of Amazon's Streaming Partners Program.

These expansions will extend Cinedigm's OTT Channel reach by more than 60 Million new devices. According to research firm *eMarketer*, Chromecast is the most popular OTT device in the US, with more than 30 million users, and Amazon's Fire TV is the fastest-growing connected device platform. Additionally, Google's Android TV platform has exceeded 50% market share of new Smart TV shipments, according to *IHS Research*.

The addition of Android TV will significantly expand Cinedigm's Connected TV footprint, reaching major manufacturers including Sharp, Sony, Phillips, RCA, Hisense and TCL, among others.

"Given the success of our networks on Roku, iOS and Android to date, it is our number one priority to extend the reach of our world-class channels, Dove, CONtv, Docurama and Wham," said Erick Opeka, EVP of Digital Networks for Cinedigm. "Adding these platforms expands our reach to over 90% of the connected device market, and gives our existing user base expanded choices to enjoy their content where, when and how they want."

In addition to the aforementioned platform expansions, Cinedigm will be releasing upgraded versions of its iOS and Android applications. The new versions will provide simplified subscription processes and enhanced user engagement features, and will be available in May 2017.

"This expansion follows the tremendous progress we have seen in our OTT channels over the last few months, including our rollout on Apple TV, our upgraded interface and the exciting announcement of our newest channel focused on gaming and e-sports, The WHAM Network," continued Opeka.

Cinedigm has also recently added MPAA-grade digital rights management to support the recent licensing of over 150 hours of high-quality Studio programming.

### **Cinedigm channels include:**

**Dove Channel:** targeting the family values audience with movies and shows families can enjoy together. The content offering includes mainstream and classic family movies, documentaries, heartwarming TV series and children's programs. All of Dove Channel's carefully curated content reflects the time-honored standards of The Dove Foundation and its trusted Family Seal of Approval.

**CONtv:** catering to the enormous and avid Comic Con audience. The channel currently boasts 2,500 hours of original programming, curated films and TV episodes, and exclusive Comic Con panel coverage from dozens of annual nationwide conventions.

**Docurama:** targeted to the avid documentary audience with over 1,200 titles, including full-length and short-form documentaries, non-fiction TV programming, and behind-the-scenes interviews.

**The WHAM Network:** providing news, information and entertainment 24/7 focused on the fast growing global e-sports and gaming audience. Launches Fall 2017.

## 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.

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Cinedigm

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Source: Cinedigm

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