

# CINEDIGM CORP.

## **FORM 8-K** (Current report filing)

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Address	45 WEST 36TH STREET 7TH FLOOR NEW YORK, NY, 10018
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Fiscal Year	03/31

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549**

**FORM 8-K  
CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**January 19, 2018**  
(Date of earliest event reported)

**Cinedigm Corp.**  
(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

**001-31810**  
(Commission File Number)

**22-3720962**  
(IRS Employer  
Identification No.)

**45 West 36<sup>th</sup> Street, 7<sup>th</sup> Floor, New York, New York**  
(Address of principal executive offices)

**10018**  
(Zip Code)

**212-206-8600**  
(Registrant's telephone number, including area code)

**N/A**  
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions ( *see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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**Item 8.01. Other Events.**

On January 19, 2018, Cinedigm Corp. (the “Company”) issued a press release announcing a strategic alliance with Starrise Media Holdings Limited, a Chinese entertainment company, the terms of which are described in a non-binding term sheet.

The press release is filed as Exhibit 99.1 to this Form 8-K.

**Item 9.01. Financial Statements and Exhibits.**

**EXHIBIT INDEX**

<b>Exhibit No.</b>	<b>Description</b>
<a href="#"><u>99.1</u></a>	<a href="#"><u>Press release of the Company dated January 19, 2018 announcing strategic alliance with Starrise Media.</u></a>

**SIGNATURE**

Pursuant to the requirements of Section 13 or 15 (d) of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Dated: January 19, 2018

By: /s/ Gary S. Loffredo

Name: Gary S. Loffredo

Title: President of Digital Cinema, General Counsel & Secretary



**Cinedigm Announces Strategic Alliance with Leading Chinese Entertainment Company  
Starrise Media to Release Films In China and North America**

**Strategic Alliance Provides Potential for Joint Chinese/American Film Co-Productions**

LOS ANGELES-- Cinedigm Corp. (NASDAQ: CIDM) ("Cinedigm") today announced a strategic alliance with leading Chinese entertainment company Starrise Media Holdings Limited ("Starrise Media") to release films in China theatrically and to digital platforms. Reciprocally, the alliance also paves the way for Cinedigm distribution of Chinese films in the North American marketplace. In addition to selectively releasing quality films theatrically, this new arrangement contemplates the release of hundreds of films into the home entertainment marketplaces in China and North America, with particular focus on digital platforms.

In addition, the two companies will evaluate opportunities to jointly produce Chinese/American film co-productions to take further advantage of this groundbreaking alliance.

This alliance will create the opportunity for both Cinedigm and Starrise to have unique access to the two biggest entertainment marketplaces in the world. Each company will contribute its considerable expertise in local content evaluation and acquisitions, key talent relationships in each territory and quality, comprehensive entertainment distribution and marketing services. While the initial focus of the alliance will be on premium feature films for each territory, future plans may also include television and short form content as well as providing content to and servicing new OTT Channel deployments with other key partners in China and in North America, where Cinedigm already has a significant and growing OTT footprint and plans to launch new Chinese content channels.

Hanks He, Executive Director of Starrise Media, will lead Starrise in this alliance. Chun Chen, who recently joined Cinedigm as the Company's China Representative and is based there, will also help coordinate the activities of the two companies. Starrise is a public company listed on the main board of the Stock Exchange of Hong Kong Limited (stock code: 01616). It mainly invests in film, television and other short form content. Starrise distributes film content theatrically and to all key media platforms in China and is committed to significantly growing its investment in entertainment content for the rapidly expanding Chinese theatrical and digital marketplaces.

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Through this agreement, Cinedigm will be one of a select few American companies with access to the lucrative Chinese theatrical market, where US-produced content generated \$3.26 billion dollars at the box office from just 64 releases in 2017 (1). In addition, Cinedigm will gain access to the fast-growing streaming content sector in the country, which generated \$7.7 billion in video ad revenues and \$1.3 billion in subscription revenues from 535 million video consumers (2).

“We are very pleased with this new strategic alliance,” said Chris McGurk, Cinedigm Chairman and CEO. “Following last year’s key investment by Bison Capital in Cinedigm that greatly strengthened our balance sheet and opened the door to significant opportunities in China, this deal with Starrise is an important step in implementing our plan to become the first true China/North American studio, strongly and uniquely positioned for high quality content distribution and OTT channels and services in both hugely important territories. We believe Starrise, under the strong and experienced leadership of Hanks He, is the perfect partner for our initial expansion into China and for implementing other important entertainment initiatives there in the future.”

“We are very pleased to be working with Cinedigm in this ambitious partnership. We believe Cinedigm’s unique position in the entertainment marketplace as the leader in independent content distribution, coupled with their significant experience in OTT channels and digital aggregation, serve as the perfect complement to our strengths in premium content production and distribution in China,” said He. “We look forward to great success with Cinedigm in both China and the US.”

The partnership with Starrise Media follows the recent significant investment in Cinedigm by Bison Capital, a China-based investment company with a focus on the media and entertainment, healthcare and financial service industries. Founded by Mr. Peixin Xu in 2014, Bison Capital has made multiple investments in film and TV production, film distribution and entertainment-related mobile Internet services.

Leveraging its unique OTT and independent content distribution capabilities, Cinedigm has been working closely with Bison to develop plans and forge partnerships to release entertainment content and develop OTT channels in China while, reciprocally, releasing Chinese content and new OTT channels in North America.

#### 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](http://www.cinedigm.com)

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- 1) *Forbes*
- 2) *Statista/Bison*

#### Safe Harbor Statement

Investors and readers are cautioned that certain statements contained in this document are "forward-looking" statements within the meaning of the Private Securities Litigation Reform Act of 1995 (the "Act"). Forward-looking statements include statements that are predictive in nature, which depend upon or refer to future events or conditions, which include words such as "expects," "anticipates," "intends," "plans," "could," "might," "believes," "seeks," "estimates" or similar expressions. In addition, any statements concerning completion of the transactions described in this document, future financial performance (including future revenues, earnings or growth rates), ongoing business strategies or prospects, and possible future actions, which may be provided by Cinedigm's management, are also forward-looking statements as defined by the Act. Forward-looking statements are based on current expectations and projections about future events and are subject to various risks, uncertainties and assumptions about Cinedigm, its technology, economic and market factors and the industries in which Cinedigm does business, among other things. These statements are not guarantees of future performance and Cinedigm undertakes no specific obligation or intention to update these statements after the date of this release.

#### Contacts

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