

Euro1080 and EuproMedia announce a cooperation for the operation of an integrated TV and transaction platform

Lint/ Luxembourg, May 31, 2010. The Belgian company Euro1080 N.V., operator of the HDTV channels EURO1080 and of the two thematic channels HD3 culture – HD1 sports and EuproMedia S.A. from Luxembourg, operator of the integrated digital TV and Internet platform em24, announce an extensive cooperation for the operation of converged media platforms in three languages (Dutch, French, German). It is planned to offer an attractive program portfolio, targeting interactive communities in the Benelux and German speaking countries as well as in France over satellite, cable, IPTV and Internet streaming (also in English).

In a first phase, the cooperation between the two companies will concentrate on the production and handling of content (production, post-production and syndication) as well as on the offer of hybrid and transaction applications for the converged media of the future. In a second phase, both companies will form a strategic and organizational alliance in order to reach a critical mass in the market, gaining profit from operational synergies. The two companies will take advantage of the Luxembourg location for e- Business.

Gabriel Fehervari, chairman & CEO of Euro1080: « The growing convergence of technologies and media will dramatically change the consumption behaviour of TV viewers. People ask for interactive and hybrid applications, without clear cut borders between classic TV and Internet any more. We are pleased to have found with EuproMedia S.A. an innovative partner, who will not only accelerate the convergence process, but also structure in an optimal way integrated TV and Internet transaction platforms. »

Prof. Dr. André Reuter, chairman of the Board of EuproMedia S.A., adds : « EURO1080 is a daughter of the ALFACAM group, a worldwide leader in the sector of TV facilities and technical services to broadcasters and production houses and a pioneer of HD television and 3D productions. Euro1080 has access to state of the art studios and technology which complement our IT software and WEB platform in an ideal way. This combination gives to the new organisation a clear differentiation and competitive advantages versus classical, advertising financed TV and Internet services. »

Euro1080 and EuproMedia will operate and commercialize integrated TV and Internet platforms jointly. New specific modules are available to interested clients and partners for the production and operation of thematic windows, corporate TVs, eBusiness and digital signage applications. Together with specialized telecom partners, the new organization will also further develop specific software for global short codes per SMS and use interactive telephony applications.

Pilot projects will be started soon.

Additional information:

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About EuproMedia S.A.

EuproMedia S.A., a young media company based in Luxembourg, offers the design, the production and the marketing of own and third party content for digital community programs. EuproMedia operates an own integrated TV and IT transactional platform for data base driven hybrid applications.

The programs are broadcast over the own digital channel em24 Europe wide per satellite, cable and IPTV in the German language as well as worldwide over Internet streaming in the German and English languages.

About Euro1080

Euro1080 is the very first HDTV media company in Europe and started broadcasting on 1 January 2004. Since that time, this broadcaster plays a leading role in the area of HDTV in Europe. Euro1080 runs the international broadcasting platforms HD1 sports and HD3 culture and its 3D version 3DHD1 and the play out services.

Euro1080 is part of the Alfacam Group [Euronext Brussels: ALFA]. More details on www.alfacamgroup.com.