



Euro Media Group announces the acquisition of On Rewind, a start-up specialising in OTT solutions

PARIS, 19th October 2017 - Euro Media Group and its subsidiary NetcoSports, which specialises in the development of technical and digital solutions for the sport and media industries, has announced the acquisition of On Rewind, the group's new spearhead OTT offering.

Thanks to this acquisition, Netco Sports has launched a streamlined production and distribution solution for OTT, offering on-site video recording, the production and remote enhancement of content and its broadcasting on the On Rewind platform.

The video solution developed by On Rewind offers the hosting, coding and management of video content. This platform also supports live broadcast and sharing on social networks, as well as the hosting of content by third party suppliers (YouTube, Facebook, Dailymotion, Twitch). Videos, all integrated into the enhanced player, allow users to view competitions and to access highlights via automatically indexed markers. A new non-intrusive monetisation system has also been developed by the team of On Rewind, which highlights products and services during viewing and promotes sponsors and partners.

Netco Sports' new OTT solution is aimed primarily at organisations holding rights that are currently under-exploited. As a genuine means of adding value and increasing customer retention, it enables them to produce their own content in a simplified and cost-effective manner and to retain total control, from capture to monetisation.

For Netco Sports, this acquisition demonstrates the company's desire to develop in new business areas whilst completing its existing offering with regard to the development of multi-platform applications and graphic solutions for broadcasters. As explained by Jean-Sébastien Cruz, CEO of Netco Sports: *"The advent of streamlined creation along with OTT distribution today lies at the heart of the production and broadcast strategies within the sports sector. The solutions developed by On Rewind are well ahead from a technological point of view and are particularly innovative. This acquisition, following on from that of EBD in Italy, falls within the framework of the construction of a unique digital offer for our clients. This strong digital strategy within Euro Media Group now enables us to be a key player in digital production in Europe"*.

Rémi Chasles and Romain Violleau, co-founders of On Rewind, are delighted with this agreement: *"This has allowed us to offer a complete range of streamlined OTT production services that satisfies client requirements to perfection. We will combine the expertise of our two companies with a view to offering unique and innovative solutions within the sports sector"*.

About:

ON REWIND: *Founded in 2015 by Rémi Chasles and Romain Violleau, the start-up On Rewind, located in the Pyrenees Atlantiques, offers an interactive video solution for the digital broadcasting of sports events. With clients such as the FFF, LNR, LNH or FFFA, this rapidly expanding technology company offers a unique user experience for all sports fans.*

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NETCO SPORTS: *Netco Sports, a subsidiary of EURO MEDIA GROUP, is an international company that designs and develops turnkey OTT offers, multi-platform applications and graphic solutions for the sports and media industry. Netco Sports currently works with over 100 clients throughout the world including BeIN SPORTS, Fox Sports, UEFA, FFF, Stade de France, Roland Garros and Liverpool FC.*

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Euro Media Group *is a leading provider of broadcasting and audiovisual services within the European market. The Group combines unique know-how and world-renowned expertise to master the entire value chain from image creation to distribution.*

New-media driven, Euro Media Group is a valued partner for major international events, including sporting (Tour de France, Football World Cup and Formula One), live shows (Eurovision, Royal Weddings, Concerts...) and entertainment-based events (The Voice, Masterchef, the X-Factor...). Euro Media Group has a diverse range of studios and one of the largest fleet of mobile recording equipment in Europe.

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