

September, 23rd 2011

United moves and acquires OnLine Media

The return to work and end of the summer break got off to a flying start in Holland: United Broadcast Facilities (UBF), subsidiary of Euro Media Group relocated and has taken over OnLine Media (a company specialised in post-production).

1/ United, new brand, new address (Together as one)

Last month, United Broadcast Facilities (UBF) – the facilities management company based in Hilversum – moved a large number of its business units to a historic building in the city's Media Park : the completely rebuilt Muziekpaviljoen (Music Pavilion).

The remaining businesses will follow shortly. From today, all businesses will be known under one single name: United.

Clients wanted visibility and unity from UBF and this was the main reason that UBF's management board decided to cluster all its activities at Media Park; previously businesses had been spread across different locations. For the first time in the company's history, all colleagues and all services will now work together at one site. By bringing everything literally under one roof, UBF expects to streamline its operations, making them even more efficient and customer-focused. This new, integrated UBF will be known as United (without the addition of 'Broadcast Facilities'). The name of the multi-camera unit, Cinevideogroup, will thus cease to exist. It is a brand new United, so a new logo and house style have also been designed.

The move is accompanied by extensive investment in the very latest IT technology. United is aiming towards splitting medium and content completely so that all material can be processed regardless of physical location. A brand new data centre is housed in the building, providing solutions for SD, HD and 3D processing, as well as storage and distribution, all with optimal quality, safety and security. Because all departments are now linked together at the new location, United can tailor its solutions to better meet the needs of its clients. Furthermore, colleagues from different departments who used to work at different locations now work under one roof and can contact each other directly, making lines of communication shorter and further improving the service.



UNITED

United's new address:

Het Muziekpaviljoen (building No. 1 at Media Park)
Sumatralaan 45
1217 GP Hilversum.

All telephone numbers remain the same.

<http://www.united4all.nl>

2/ OnLine Media and United join Forces

United and OnLine Media announced United's takeover of OnLine today. This takeover represents two mid-sized post-production organisations joining forces. Collectively, they are better equipped to respond to the changes in the content processing industry.

When we look at the multimedia landscape, we see a distinct shift to cross-media productions. We anticipate this trend continuing unabated in the years ahead. Why? Because Europe – including the Netherlands – is the leader in broadband connections and mobile multimedia applications.

We see an increase in the application of interaction with users across the entire spectrum: Internet, TV, Radio and Print, with Internet as a bona fide component of the regular playout possibilities. On-demand viewing will continue to grow. Based on these experiences we predict additional integration between AV and ICT.

Market relations and technological developments within the industry require a combination of creative skill content-wise and IT Media Management expertise. This permanent innovation is the answer to the question of how to provide service to customers more efficiently in the future. Maintaining quality and reliability is key, as well as effort on the part of skilled professionals.

François Hobma, managing director of OnLine Media, will head the joint post production at United and OnLine Media.

Henk Bout from United is pleased with the takeover: “With a complementary customer base, experienced editors and a supportive team, OnLine Media fits in perfectly with our ambition to grow in the areas of media storage and content processing.”

According to François Hobma, the development afforded OnLine Media within United, a full service company, will offer its customers additional advantages.

OnLine Media will maintain its office at Lage Naarderweg 71. United’s editing facilities will be housed in the new location at the northern end of the Mediapark.

OnLine Media

OnLine Media specialises in editing and finishing for informative programmes, reality series, infotainment, news, corporate films, feature films and commercials. The company can look back on a successful period, especially the last three years in which significant growth was achieved and inspires full confidence in the future.

United

United is a full service general and technical services company providing creative and technical support for multimedia audiovisual productions. We are on the cutting edge of innovation and flexibility. We have the business units to offer a complete range of services.

As a result of our combined experience, passion for the business and flexible approach, we have grown to become the obvious choice for broadcasting companies, the corporate sector and producers. United is part of the Euro Media Group. Joining forces with partners at home and abroad allows United to operate effectively and flexibly in the international arena, too.

→ **For more information :**

François Hobma, OnLine Media: tel. +31 (0) 35 621 1566

Henk Bout, United: tel. +31 (0) 35 773 3292

→ www.euromediagroup.com

