



RED BEE MEDIA REINVENTS THE CONTENT DISCOVERY EXPERIENCE WITH LAUNCH OF REDDISCOVER™

- RedDiscover™ designed to be the first end-to-end portfolio of content discovery solutions built specifically for media
- Time Out appoints Red Bee Media to launch the UK's first ever integrated social TV guide, powered by RedDiscover™ technologies
- Dutch publishing house, Veronica Publishing, unveils the first social EPG in the Netherlands using RedDiscover™

Red Bee Media, one of the world's leading media management companies providing multi-platform technology and creative solutions to broadcasters, content rights holders, platform operators and brand owners, today announced the launch of RedDiscover™, the first end-to-end portfolio of content discovery solutions built specifically for media.

Recent research conducted by Red Bee Media revealed that an overwhelming 74% of UK consumers claim that they can't find anything to watch on live TV on a weekly basis. In response to this, Red Bee Media has developed RedDiscover™, which provides broadcasters, platforms and content owners with a range of discovery solutions that help consumers to proactively find the content they want to watch both on live TV and on demand, and guide them to new content and related services on every platform and every screen. RedDiscover™ combines Red Bee Media's established metadata build, sourcing and distribution services with award-winning search, recommendation and personalisation technologies, creative and user interface design and companion apps and 'second screen' experiences to enhance the user journey.

Iconic international lifestyle and entertainment media company, **Time Out**, has appointed Red Bee Media to create and launch the UK's first ever, state-of-the-art online social TV guide, built using RedDiscover™ technologies. The Time Out TV guide has been developed to harness the growing use of social media by consumers to create a new and richer TV experience and will seamlessly integrate traditional TV listings with social networks, Facebook and Twitter, allowing users to engage with their friends and connections in real time. Users will be able to login, 'like' programmes and see what their friends 'like', share, recommend and 'favourite' content and see what programmes are trending on Twitter, what's being said about them and interact with the Twittersphere.

Red Bee Media has also been selected by Dutch publishing house, **Veronica Publishing B.V.**, to create and launch the first integrated social TV guide in the Netherlands using RedDiscover™ technologies. Veronica Publishing, which owns Veronica magazine, the leading TV listings magazine in the Netherlands, is rolling out the new social TV guide nationwide via tablets and smartphones and will showcase functionality including: the ability to ‘check in’ via Facebook and let friends know what you are watching, ‘like’ programmes and see what friends ‘like’; Twitter integration to see what programmes are trending in real time and interact with connections; and search, share, rate and recommend content across Facebook and Twitter. Veronica Publishing is owned by Dutch media company SBS Broadcasting B.V.

Bill Patrizio, CEO of Red Bee Media commented: “We believe that the explosion of content available to consumers whenever and wherever they want it, combined with a new wave of consumer adoption and interest in new social and mobile technologies, will lead to a markedly increased demand from consumers for robust content discovery solutions to help them to navigate and make the most of the increasingly fragmented world of TV. In turn, this convergence will create a significant opportunity for providers at every point of the value chain to drive new revenue potential, increase content consumption and obtain consumer feedback to target their services more effectively. We’ve designed RedDiscover™ in response to these needs and opportunities, fusing ‘science and art’ and bringing together emerging and existing discovery solutions to help our clients build lasting relationships between their content and consumers.”

Tim Arthur, Editor in Chief, Time Out said: “We are incredibly excited about working with Red Bee Media on our new online TV guide. Time Out has a long tradition of covering TV in the magazine with our unique voice and critical eye. It’s great to now be able to bring this to a much wider audience online.”

Bart de Wijs, Head of Digital at Veronica Publishing added: “Thanks to Red Bee Media’s RedDiscover™ technologies, we are able to be the first to launch a true social TV guide in the Netherlands. Due to the increased use of social media and the trust in advice from friends, there is a need for a personal TV guide that combines these things and gives advice that is relevant to the interests of the viewer. Now, with the help of Red Bee Media, we are able to provide this in a way that’s never been seen before.”

RedDiscover™ has been designed to drive content consumption and revenue, increase brand loyalty and provide direct feedback for targeted advertising. It is organised around four pillars, which can be delivered as standalone modules or as part of an integrated solution. These components are:

- **Rich metadata:** sourcing, build, aggregation and distribution of editorial information and images to deliver a richer and deeper viewing experience.
- **Search, recommendation and personalisation:** personal, social and contextual search and recommendation applications built for live TV and VOD.
- **EPG development and design:** the design and build of intuitive interface and user experience for every screen, deeply integrated with social media.
- **Companion applications:** 'second screen' applications ranging from interactive games and related content links, to targeted ads and social interaction.

The launch of RedDiscover™ is the latest in a string of strategic business developments and innovations. In August 2011 Red Bee Media acquired TV Genius, an award-winning software company that specialises in cloud-based content discovery across the internet, TV and connected devices. In June 2011 the company launched RedPlayer™, the first 'media grade', next generation online video platform which allows broadcasters and content owners internationally to deliver and monetise high quality video to multiple devices, including PC, iPhone, iPad, gaming consoles and connected TV in a secure and scalable manner. RedDiscover™ is also an integrated, core driver behind RedPlayer™.

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FOR FURTHER INFORMATION PLEASE CONTACT

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About Red Bee Media:

We're connection makers. We build bridges between content and viewers; bringing them together with smart technology and persuasive creative thinking.

The media world is changing by the day. The power of the internet to deliver video content is dramatically re-shaping market dynamics. What used to be called television is watched on any number of different devices.

Now, traditional broadcasters battle in the same space as telecoms, platform owners, gaming companies and software giants. And as the barriers to entry fall, new players continue to flock to market.

Crazy times call for a different kind of thinking. Because in the eye of this massive change, connecting viewers to content is the ultimate endgame. And that's where we come in.

No matter what screen, no matter what platform, Red Bee Media can make those crucial connections. Our powerful blend of creative, technical and strategic expertise will create demand for your content, then ensure you deliver it to the widest possible audience.

This changing world excites us. We look to embrace it; to harness our expertise in digital media to offer our clients smart and agile solutions to their many challenges; to forge innovative relationships and anticipate demand right across the new uncharted media landscape.

www.redbeemedia.com

About Time Out:

Time Out was founded in 1968 in London, and has since grown into a leading international multi-channel media company that spans 35 cities across 24 countries and provides the very best inspiration, information and booking opportunities in arts, entertainment, culture, food & drink, and shopping.

Time Out is uniquely positioned as a provider of local information and cultural guidance to consumers through a distribution network which incorporates city magazines, a comprehensive online presence, mobile applications, travel guides, events and partnerships. Time Out has a worldwide audience of over 17 million* across all these channels.

Time Out has experienced high growth in digital, with global unique users per month up year-on-year to over 8 million, of which just over 3 million are in London. Time Out online goes far beyond simply reproducing the features of the magazines, and delivers a vast array of unique local content and cultural insight, also enabling consumer bookings, and giving wide opportunity for engaging and debating with its audience.

Time Out magazines are published in 34 cities. In addition, Time Out also publishes a broad range of guides, including city guides to some 50 cities, translated into 10 languages, as well as a number of other entertainment, culture, and consumer guides.

Time Out Live - a new division of the brand - has quickly grown to be synonymous with unique experiences and unmissable events, all curated by Time Out.

Our international expansion, and the success of our licensees, has continued to be a source of pride at Time Out – and the company was particularly gratified to have received recognition for its achievements within the industry, having scooped the International Consumer Magazine of the Year title at the Periodical Publishers Association Awards two years in a row, in 2010 and 2011.

To complement the acclaim, Time Out has also seen some incredibly exciting international developments in recent times, including a global partnership deal with Nokia and the launch of iPhone and Android apps (with more than 1.2 million downloads and counting).

Within the past year there have been Time Out launches in new cities including São Paulo and Melbourne, and so far over 100,000 people have attended Time Out Live events across the globe – including a Q&A session with the legendary Hollywood director Oliver Stone in London; a set from globetrotting DJ Gilles Peterson at the Time Out Café in Tokyo; and the premier of the hit Australian gangster film 'Animal Kingdom' in Sydney.

Time Out's core goal is to be the number one trusted choice for consumers seeking inspiration, information and booking opportunities relating to arts, entertainment and culture in the world's key cities.

About Veronica Publishing:

Veronica Publishing is part of SBS Broadcasting BV in The Netherlands. Veronica Publishing is publisher of Holland's biggest weekly magazine (800.000 copies), Veronica Magazine, and the TV guide with the most complete overview of TV channels for the Dutch viewer, Totaal TV. Veronica Magazine offers its readers a unique combination of TV data and editorial stories about TV, movie, entertainment and lifestyle. Totaal TV is a fortnightly TV-guide that offers its readers the most extensive overview of TV channels in The Netherlands and informs them about the different ways of TV viewing. From free-to-air and cable through to satellite and digital.