



Pilat Media IBC 2011 Activities

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Who is Pilat Media?



***An established, steadily growing
market leading supplier of new generation
business management software
for media companies***



Key Facts



Company

- More than 240 staff on 4 continents
- €25.2M revenue in 2010, €2.6M net profits
- 12 years of steady growth
- Publically traded since 2002 (LSE-AIM), Founded in 1999

Customers

- Over 60 blue chip media companies
- Billions of dollars in managed TV advertising revenue
- Programming for hundreds of millions of TV viewers

Client Diversity



- Free to air broadcasters and station groups

- TV and Radio Commercial & public broadcasters



- Pay TV channel operators

- Movie, thematic, sports/live programming



- TV platform operators

- Satellite, cable, IPTV



- Out of Home Ad networks

- Cinema Ad networks



Pilat Media Client List



AMERICAS

US

Media General Broadcasting
CBS
Discovery Network
LAPTV
National Geographic
Playboy TV
DirecTV Latin America
E! Entertainment
Scripps Networks
AT&T U-Verse
Showtime
ScreenVision

Canada

CTV
Corus Entertainment,

Brazil

Globosat

Venezuela

HBO Latin America

EUROPE & AFRICA

The Netherlands

Chello DMC, Nickelodeon,
SBS, CRS

UK

Living TV Group, Fox, Playboy TV
BBC World Service, BBC World,
Channel 5, Disney XD

Italy

Telecom Italia Media, Sky Italia

South Africa, SABC

Austria, ATV

Belgium, VMMA, VT4

Croatia, RTL, HRT

Denmark, SBS TV A/S

Greece, Netmed Hellas

Hungary, Magyar Televizio, SBS MTM

Ireland, RTE

Israel, Yes

Poland, AtMedia

Portugal, TV Cabo

Romania, PrimaTV

Switzerland, IPM

Sweden, TV4

ASIA PACIFIC

Australia

FOXTEL
Network Ten
Prime
SBS Corporation
Southern Cross Media Group
Showtime

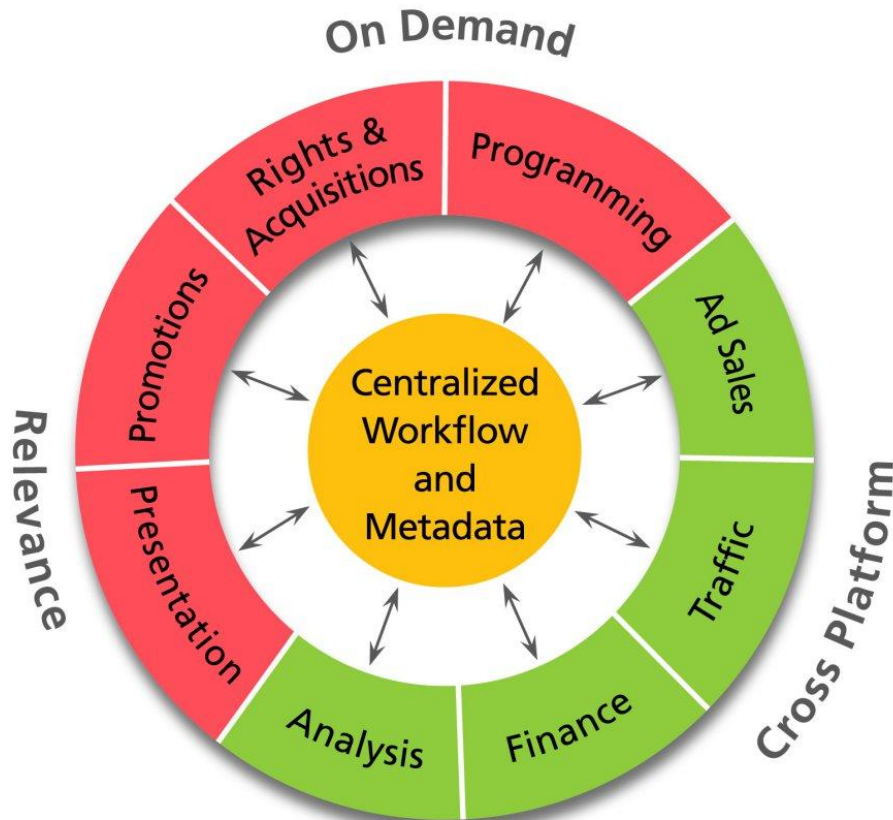
New Zealand

Sky Network Television
TV3
TVNZ

Singapore

Discovery International
ESPN Start Sports

Thailand, BBTV



Business Management of

- Programming
- Advertising
- Rights
- Media

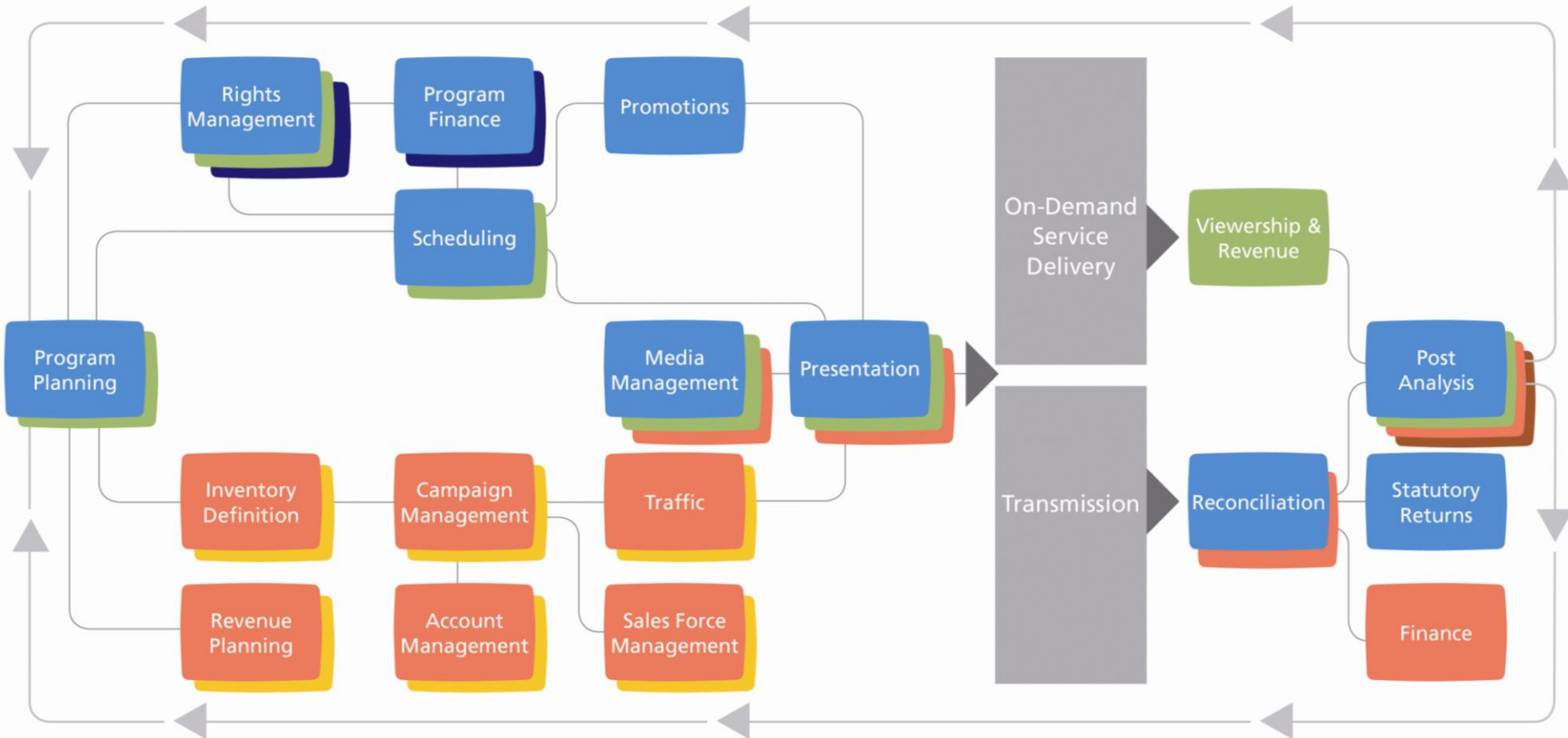
For Multi-platform services

- Multi-channel TV
- VOD, Catch-up TV
- Mobile TV, IPTV, OTT
- Cinema

How Media Companies Use Business Management



■ IBMS Content
 ■ IBMS Sales
 ■ IBMS Rights
 ■ IBMS:OnTarget
 ■ IBMS:Intelligence
 ■ IBMS:OnDemand



Media Industry Focus And Case Studies



■ Productivity

- *Chellomedia centralizes their business system for integrated, unified scheduling and playout management*



■ Revenue Optimization

- *Channel 5 [Customer name off the record] deploys a centralized rights management system to maximize rights utilization across programming*



■ Multi-platform Expansion

- *Yes deploys IBMS:OnDemand to power their Yes Mobile TV service for iPhone and iPad*
- *Sky Italia [Customer name off the record] deploys IBMS:OnDemand to power suite of non-linear services programming and advertising*
- *TVNZ uses Pilat Media IBMS to schedule its new U social TV channel using Facebook*

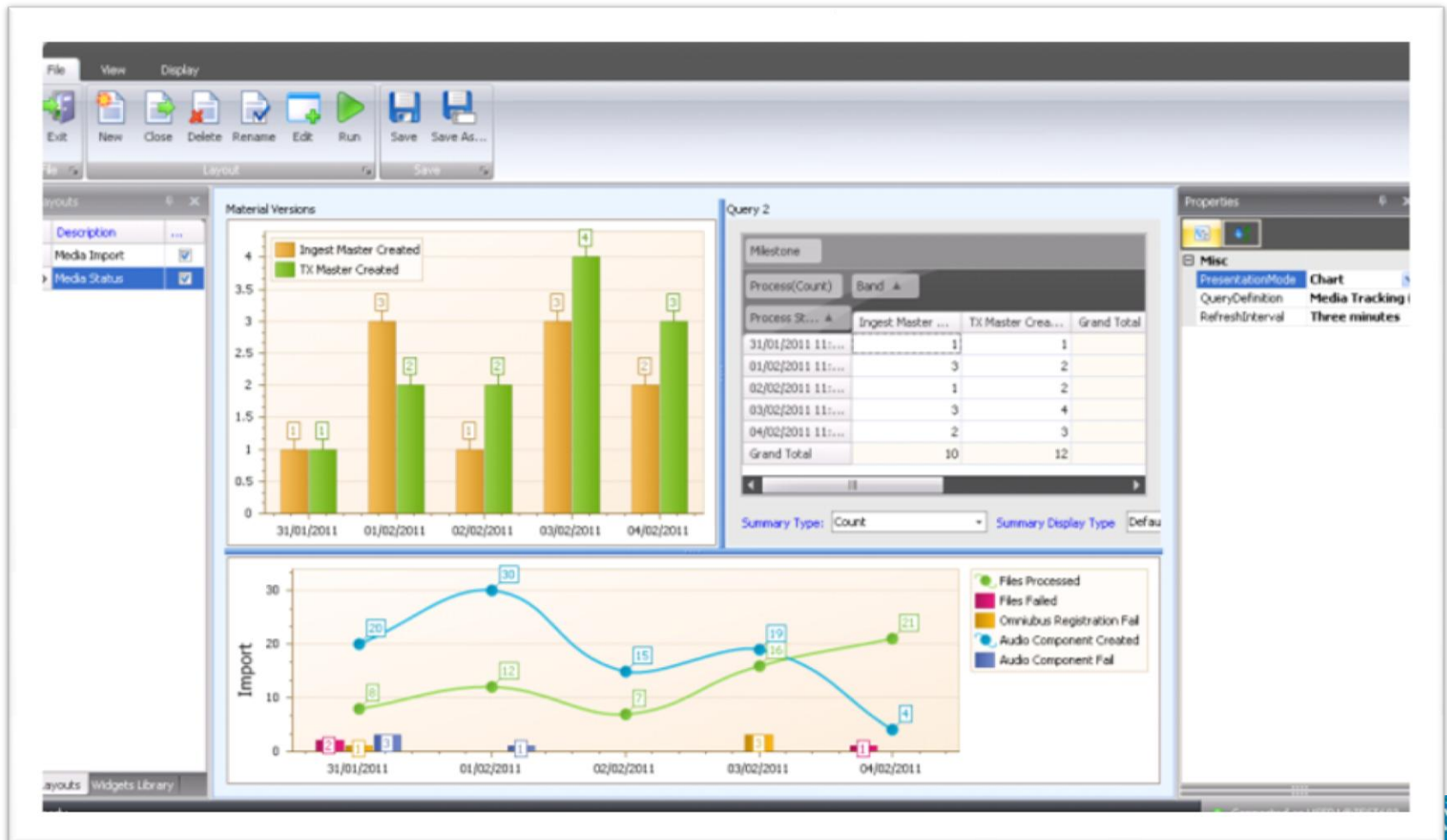


PilatMedia

New at IBC: Operational Cockpit



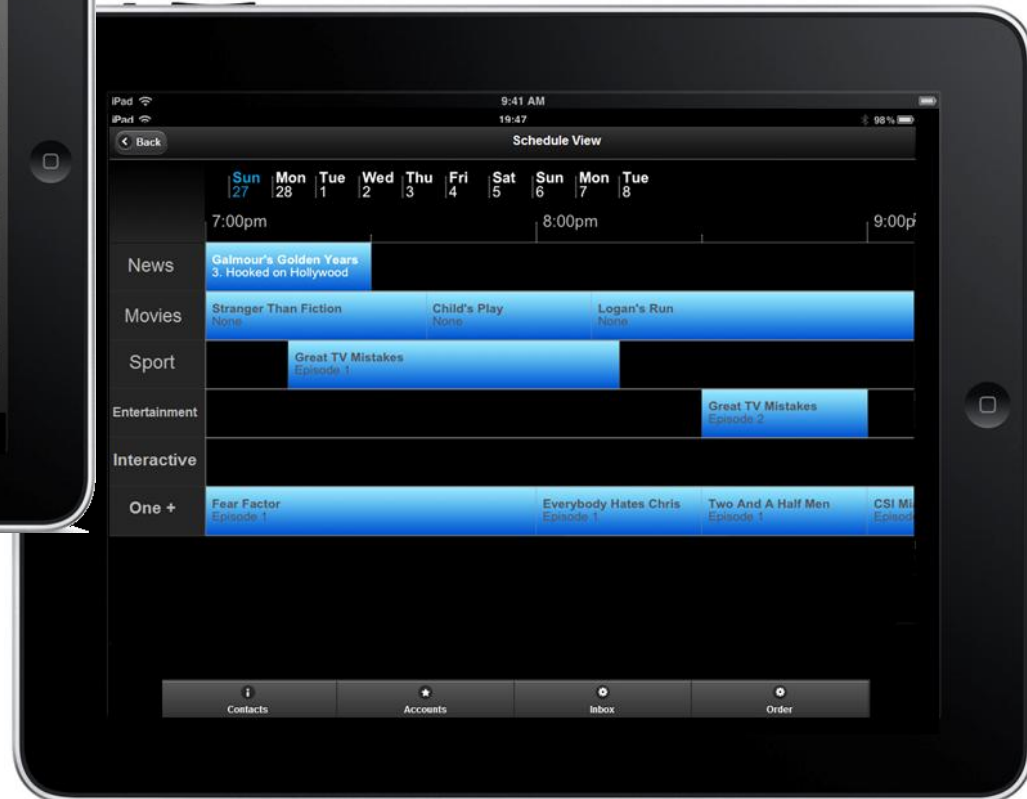
Executive Operational Business Dashboard



New at IBC: IBMS:InTouch



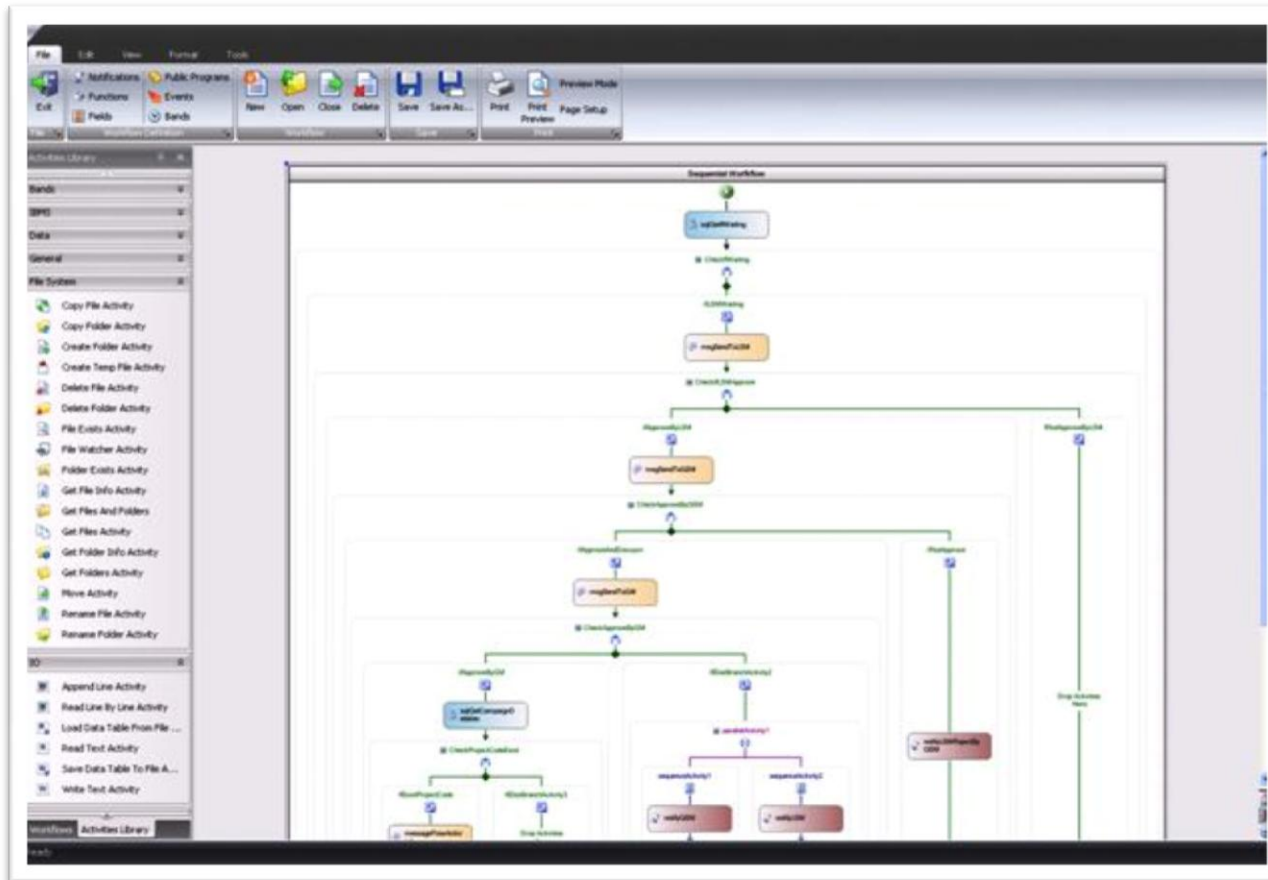
Order & Account Management Console



New at IBC: Workflow Orchestrator



Enterprise Scale Workflow Integration Hub





Thank you!