



CINEDIGM UTILIZES BUYDRM'S KEYOS MULTIKEY SERVICE FOR THEIR STANDALONE OTT VIDEO SERVICE.

DRM as a Service (DaaS), Allows for Secure HTML5 Playback Across All Modern Browsers.

March 1, 2017 – Austin, TX USA and Los Angeles, CA USA. BuyDRM™ and Cinedigm (NASDAQ:CIDM) today announced their commercial agreement whereby Cinedigm is deploying secure, high-quality major studio content using BuyDRM's KeyOS™ MultiKey™ Service. Cinedigm has successfully launched two subscription-based services in CONtv and Dove Channel, as well as ad supported Docurama. Offering a complete OTT solution including SVOD and AVOD to deliver premium studio content, Cinedigm depends on BuyDRM's MultiKey Service to support encryption and license delivery for their premium content playback.

As part of the KeyOS Multi-DRM Platform, the MultiKey Service supports the industry-leading DRMs, such as Microsoft PlayReady, Google Widevine and Apple FairPlay, which power the widest variety of premium content for consumers. The KeyOS MultiKey Service is approved for the delivery of standard definition and high definition premium studio content to desktops, devices, consoles and streaming appliances.

BuyDRM has pioneered DRM as a Service (DaaS), providing highly available DRM technologies available through easy to deploy, secure APIs. Using a variety of common programming languages, the KeyOS Platform enables major studios, content licensees and OTT operators to quickly deploy studio-approved DRM within their existing content workflow.

Tony Huidor, Vice President of Product & Digital Operations for Cinedigm remarked, "BuyDRM's KeyOS MultiKey Platform has allowed us to take our service to the next level by allowing us to distribute premium studio content to most any connected device. Their KeyOS Multi-DRM platform helped us provide the security level expected from the majors in order to secure distribution rights to that content."



BuyDRM CEO & Founder, Christopher Levy, shared his excitement about the relationship with Cinedigm by saying, "Tony and the folks at Cinedigm have been wonderful to work with and we look forward to a long and prosperous relationship. They are making a big splash in the OTT space, and we expect that Con.tv and Dove Channel will continue their growth with the assistance of our KeyOS MultiKey Service."

ABOUT BUYDRM

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the media, entertainment, enterprise, and transportation industries with customers spanning the globe. With 16 years of market-leading experience implementing commercial DRM solutions and media technologies, BuyDRM has amassed substantial success stories for many of today's largest brands. OTT and IPTV operators, television networks, movie studios, cable MSOs, telcos, and premium content distributors use the BuyDRM award-winning KeyOS Multi-DRM Platform to provide robust content security for their IP video offerings to a variety of connected devices. BuyDRM customers include BBC Worldwide and BBC iPlayer, NBC Universal, Sony Pictures Entertainment Television Networks, Sony Crackle, Warner Brothers, HBO GO Latin America, HBO Connect, Microsoft, By Deluxe, Vubiquity, Australian Broadcast Corp, Cinedigm, Showtime, AMC Networks, and Lufthansa Industry Solutions.

<http://www.buydrm.com>

ABOUT CINEDIGM

Cinedigm is a leading independent content distributor in the United States, with direct relationships with thousands of digital platforms and retail storefronts, including iTunes, Netflix, Amazon, Wal-Mart and Target, as well as the national Video on Demand platform on cable television. Cinedigm has a distribution library of over 60,000 film and TV episodes.

Additionally, given Cinedigm's infrastructure, technology, content and distribution expertise, the company has rapidly become a leader in the quickly evolving over-the-top digital network business. Cinedigm's first channel, DOCURAMA, launched in May 2014, and is currently available



on iOS, Roku, Xbox and Samsung, with additional platforms currently being rolled out. Cinedigm launched CONtv, a Comic Con branded channel, on March 3, 2015. The Company's third OTT channel, DOVE CHANNEL, launched on September 15, 2015 and is a digital streaming subscription service targeted to families and kids seeking high quality and family friendly content approved by Dove Foundation. Combined, the three streaming channels currently provide more than 5,500 hours of content to viewers across more than 3 million app downloads.

For more information please visit <http://www.cinedigm.com>.