

BuyDRM To Provide DRM Technology For AB Groupe's Ambitious French S-VOD Platform JOOK Video

KeyOS Platform provides content encryption and license management for iOS and Android users as well as Mac/PC secured video player.

Amsterdam, The Netherlands — September 11th, 2013 — French private broadcaster AB Groupe and BuyDRM™ have announced that the JOOK Video S-VOD Service will rely on BuyDRM's KeyOS™ DRM Platform to meet the content security needs of the major studios and content owners. With KeyOS, users will be able to playback the JOOK content on iPads®, iPhones®, Android devices, SMART TVs, OTT STBs and Mac/PC.

JOOK Video is an exceptional offer of programs on demand: thousands of hours of content, including films, series, cartoons and documentaries, all available at will on all media. The JOOK Video service is available for 6,99€ with content streamed and available via both IP networks and 3G/4G. JOOK Video relies on BuyDRM's implementation of Microsoft's PlayReady DRM technology to ensure that only legitimate authorized users of the service are able to access it.

"It's a big win for BuyDRM to be working with one of the pioneers of French Broadcasting as they transition into the age of New Media," said Christopher Levy, CEO, BuyDRM. "The JOOK Video S-VOD Service demonstrates that AB Groupe is capable of delivering high-quality entertainment using today's best technologies."

"BuyDRM gives us the immediate opportunity to be the first French S-VOD service available on all devices with a single subscription," said Gregory Bwalski, VP Marketing, Communication, Digital & Business Development, AB Groupe. "The robust KeyOS platform allowed us to fully focus on our core business and targets, keeping in mind that all our major partners already have successful track records with the same solution."

About BuyDRM:

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and education industries with customers spanning the globe. With 12 years of market-leading experience in implementing commercial DRM solutions and media technologies, BuyDRM™ has amassed substantial success stories for many of today's largest brands. Television networks, movie studios, cable MSO's, Telcos, and premium content distributors use BuyDRM's™ award-winning KeyOS™ DRM Platform to provide robust content security for their

IP video offerings to a variety of connected devices. BuyDRM's™ customers include Amazon's Audible, Showtime Networks Inc., Warner Brothers, NBC Universal, Fox

Filmed Entertainment, Sony Pictures Entertainment, Sony Crackle, Alliance Films, HBO GO Europe and HBO GO Asia, the BBC, Microsoft Xbox Music, Microsoft Production Studios, Microsoft IT, FotoKem, By Deluxe, Intertrust's SyncTV, SingTel, SC Johnson, Smith Micro and Tele2.

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

About Groupe AB:

Groupe AB supplies thematic channels to the digital pay-television market. Its activities are organized into three business segments: thematic channels edition, TV program sales, and production/merchandising. The company operates a total of 17 channels, including RTL9 (mainstream), AB1 (fiction and series), AB Moteurs (motor sports), Mangas (Japanese Animation), Escales (travel), Animaux (wildlife), Encyclo (Scientific), Toute l'Histoire (Historical), Chasse & Peche (Hunting & Fishing), Action / Cine FX / Cine Polar (Movie channels) and XXL (adult). In late 2010, Groupe AB launched Lucky Jack TV (gambling & Poker) and The Golf Channel France. The Groupe also owns 2 national channels in french speaking Belgium, AB3 & AB4. In March 2013, AB Groupe fully expanded to the digital media market by launching a very ambitious S-VOD service in France called JOOK Video and offering over 10.000 programs.

Log on to <http://www.abweb.com> for more information.