

PRESS RELEASE

Outlook 2016

More content, more VoD distribution: RC Release Company presents extended programme catalogue on the occasion of MIPTV in Cannes

Cologne, Germany, 4 March 2016. RC Release Company, a subsidiary of WDR mediagroup GmbH (WDRmg), is getting a strong start to 2016 and will be presenting its expanded catalogue of programming on the occasion of this year's MIPTV (4-7 April). In addition to familiar content from WDR, Bavaria Media, rbb media, ICESTORM Entertainment/DEFA, Morefilms, Meteor Film and Tonpool, the range now includes the popular TV classics from More Entertainment (e.g. Anna – The Movie, Red Zora, Die Reimanns, Jack Holborn). Under a cooperation agreement concluded with Autentic Distribution, high-quality documentaries will also be added for VoD distribution in Germany, Austria and Switzerland.

In addition to distribution of digital content, RC Release Company continues to focus on the dissemination of strong content and brands on DVD/Blu-ray. Publications for 2016 will hold steady with some 30 new titles, including highly popular children's highlights such as 'Maus' and 'Bobo' as well as the Swedish motion picture 'The Boy With The Golden Pants' and the documentaries 'Drone' and 'Vikings – Man and Women'. With its new partner, Alive!, RC Release Company is also reorganising the distribution of its DVD and Blu-ray releases in the adult segment. The distribution of children's products will continue to be managed by Universum Film.

Ingo Vandr , Managing Director at RC Release Company, says: 'Last year, we were able to firmly establish ourselves as a relevant content aggregator, and hence as a fine player in the VoD market. We were able to expand our distribution network and now work with all of the relevant VoD providers. We also managed to position our label with strong children's brands and exclusive DVD products.' This is the course RC Release Company intends to continue to pursue in 2016. Among other things, an exclusive rights agreement was concluded with Amazon Prime for the ARD early-evening series, 'In aller Freundschaft – Die jungen  rzte'. When the second season begins on 4 March, the format will be available as a subscriptional VoD (sVoD) the very next day after TV broadcast. Vandr  sees great potential particularly in factual entertainment: 'Good documentaries are in high demand in the VoD market. We are meeting this demand with the outstanding and versatile catalogue provided by Autentic Distribution.'

Images are available for download at:

<http://www.wdr-mediagroup.com/en/company/presse/aktuelles>

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