



INTERNATIONAL

January 8, 2014

NeuMovie™ Selects CSG Content Direct to Grow Its UltraViolet™ Offerings

Top Movie Platform Provider Chooses CSG as Exclusive Go-to-Market Storefront Solution

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- NeuMovie, a digital platform that allows consumers to watch, rent, and purchase movies, today announced that it has selected [CSG Content Direct](#), the leading end-to-end content monetization and management platform in the world, as the exclusive NeuMovie go-to-market solution for all UltraViolet-based solutions. CSG Content Direct will form the backbone of the NeuMovie online storefront by supporting direct-to-consumer digital content and commerce across multiple devices.

"Content Direct has become the global leader in UltraViolet implementation, content monetization, and on-device applications," said Kent Steffen, president of CSG Content Direct. "The NeuMovie agreement highlights the demand for UltraViolet's international expansion and allows retailers to become serious players in the digital-content delivery arena."

CSG Content Direct brings many of Hollywood's largest studios to market with direct-to-consumer online storefronts. NeuMovie taps this expertise by enabling the distribution of tangible in-store and online products with digital features to a wide range of global retail outlets. These retailers can then offer a broad range of high-profile movies, television shows, UltraViolet digital copy redemption, robust digital lockers, and streaming and download access to content in their physical stores and online. The end result is a world-class, multidevice content experience that is powerful, engaging, and simple to use.

"We've been diligently seeking a partner that can enable our clients to offer the best available content streaming and downloading directly to their consumers," said Raffi DiBlasio, vice president of digital strategy and operations at NeuMovie. "We were looking for a way to leverage non-traditional retailers and e-tailers in the home entertainment arena, and CSG Content Direct provides us with the best solution in the market."

The NeuMovie platform and services provide a unique offering in the retail digital market. NeuMovie's proprietary marketing strategy and Content Direct's award-winning settlement and reporting tools allow retailers to participate in cross-promotional revenue sharing. NeuMovie partners not only can track downloads and purchases, but also can boost top- and bottom-line growth through long-term loyalty reward programs and consumer-specific NeuMovie purchases.

NeuMovie and Content Direct have set a high bar in terms of how and where content is purchased, distributed, viewed, stored, and shared. State-of-the-art technology supports a superior in-store and online customer experience:

- Up to five different users can be added to every account, allowing families and friends to share content through multiple user accounts and devices.
- Sophisticated parental control features allow for access limits based on industry ratings for language, content, and more.
- Major Hollywood studios support the platform, which means consumers have access to the latest available releases as they roll out.

About CSG Content Direct

[CSG Content Direct](#) empowers content creators, aggregators, and distributors to market, monetize, and manage content easily and effectively. Content Direct is offered as either a set of software services or as an integrated solution. It allows content companies of all sizes to increase the value and return of every content transaction. The solution supports virtually all content types and commerce models, including marketing promotions, offer management, partner management, financial management, reporting, analytics, and syndication. Content Direct is a complete solution and is integrated with leading digital ecosystem providers. For more information, please visit <http://www.csqi.com/contentdirect>.

About CSG International

[CSG Systems International, Inc. \(NASDAQ:CSGS\)](#) is a market-leading business support solutions and services company serving the majority of the top 100 global communications service providers, including leaders in fixed, mobile, and next-generation networks such as AT&T, Comcast, DISH, Orange, Reliance, SingTel Optus, Telecom New Zealand, Telefonica, Time Warner Cable, T-Mobile, Verizon, Vivo, and Vodafone. With more than 30 years of experience and expertise in voice, video,

data, and content services, CSG International offers a broad portfolio of licensed and Software-as-a-Service (SaaS)-based products and solutions that help clients compete more effectively, improve business operations and deliver a more impactful customer experience across a variety of touch points. For more information, visit our website at www.csgi.com.

About NeuMovie

NeuMovie is a digital platform for consumers to watch, rent and purchase movies. It is UltraViolet operational and offers services through non-traditional home entertainment retailers and e-tailers. NeuMovie's business model is driven through a revenue share operation with its distribution partners. Every consumer transaction on NeuMovie is counted, tracked and recorded. NeuMovie offers retail partners a series of unique collectible tangible products that drive the digital sales of movies and games etc.... and are available for sale at NeuMovie's participating partner/retail locations. The Senitype® is an entertainment themed collectible card with a 35-mm film frame containing various elements (movie ticket, movie credit, pre-order capabilities). Senitypes, similar to gift cards, have no value until activated at POS.

CSG International
KC Higgins
Public Relations
+1 (303) 434-8163
kc.higgins@csgi.com

or
CSG International
Liz Bauer
Investor Relations
+1 (303) 804-4065
Liz.bauer@csgi.com

or
NeuMovie
William Gardner
+1 (424) 258-2003
wgardner@neumovie.com

Source: CSG International

News Provided by Acquire Media