



INTERNATIONAL

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CSG Content Direct® Strengthens International Presence to Accommodate Growing Client Base

Content Direct to Expand U.K. Team and Launch a New Team in Germany to Support Increasing Client Engagements

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [CSG International](#), (NASDAQ: CSGS), a global provider of interactive transaction-driven solutions and services, today announced that it has extended the [CSG Content Direct](#) global footprint into Europe to accommodate its rapidly expanding customer base in the U.K., Central Europe, and the Middle East.

CSG Content Direct, the leading end-to-end content monetization and management solution in the world, is capitalizing on the success of its unique and innovative direct-to-consumer multidevice digital content experiences for the largest and best-known communications service providers, studios, and retailers by growing its European presence. It will strengthen the current client support team in London and establish a new team in Germany to accommodate expanding client implementations throughout Europe and across the Middle East.

"We believe that 2014 will continue to trend upward for direct-to-consumer digital content," [said Jim Benz, vice president of business development](#) at CSG Content Direct. "The current market shows significant demand for content storefronts, multidevice management, digital locker technology, and robust eCommerce and marketing capabilities. As a result, we are deepening our investment across the globe by building our local teams and opening offices in new regions to drive international growth and strengthen the CSG Content Direct brand in targeted geographic markets. Our expansion strategy will enable us to truly meet the growing needs of content owners, retailers, and operators globally and in-region."

Meet with CSG Content Direct executives at this year's [ANGACOM](#) May 20 -22 in Cologne, Germany. The Content Direct team will also be exhibiting at the [Content Everywhere](#) venue during [IBC2014](#) in Amsterdam September 12-16.

About CSG Content Direct

CSG Content Direct empowers content creators, aggregators, and distributors to easily and effectively market, monetize, and manage content. Content Direct is offered as either a set of software services or as an integrated solution and 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 www.csgi.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.

CSG International

KC Higgins, +1 303-434-8163

Public Relations

kc.higgins@csgi.com

or

Liz Bauer, +1 303-804-4065

Investor Relations

Liz.bauer@csgi.com

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