



**STUDIO CANAL**

**civolution**

PRESS RELEASE

**Quinta Industries provides STUDIOCANAL with secure film preview service for international sales.**

**Quinta Industries builds on Civolution's NexGuard™ Content Protection.**

**Paris, France – 30 July, 2009 - Quinta Industries**, a leading European provider of content postproduction and distribution services, and **STUDIOCANAL** a wholly-owned subsidiary of CANAL+ and a leader in film coproduction, acquisition and distribution, announced today the launch of a system for secure transfer of film files using NexGuard Content Protection a solution introduced by Thomson STS now part of Civolution. The launch follows a successful introduction of the system at Cannes' 2009 Film Market.

Until now, STUDIOCANAL relied on DVDs to distribute its films to rights buyers at film markets. These "screeners" usually come with highly visible copyright displays and logos within the video. While not efficiently dissuading piracy, such displays severely impact the viewing experience according to film buyers.

Engaged in a piracy deterrence policy, STUDIOCANAL reached out to Quinta Industries in order to provide previews of its films to foreign rights buyers in a secure fashion with uncompromised visual quality.

A pilot scheme took place for seven STUDIOCANAL films during the 2009 edition of the Cannes Film Market. The films were made available to buyers on USB memory sticks containing their NexGuard-protected integral version. The files can be viewed on PC or Mac using a security token and PIN code. The security token is handed over in person or shipped to the buyer, while the PIN code is sent separately via email. Security token and PIN code are inoperable without one another.

« *The scheme was welcomed by film buyers and STUDIOCANAL sales teams* » expressed STUDIOCANAL. The success of the Cannes experiment convinced STUDIOCANAL to generalize the use of the NexGuard system. Therefore, Quinta Industries will go ahead with the service, based on NexGuard Content Protection from Civolution.

While never compromising on sound and picture quality for all the content it processes, Quinta Industries continues to innovate and propose solutions against piracy. « *As we introduce all-digital workflows, it is more crucial than ever to protect our clients' content* » explained Jean-Robert Gibard, President, Quinta Industries. « *Thanks to NexGuard Content Protection from Civolution, we offer them peace of mind on top of the most complete set of postproduction and distribution tools available on the market* ».

« *We are very pleased to be working with Quinta and STUDIOCANAL. Piracy in the early stage of the content lifecycle can be a major revenue risk* » said Alex Terpstra, CEO at Civolution. « *Applying a combination of encryption and imperceptible watermarks is a unique way to reduce such risks without interfering with the viewing experience.* »



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**About Quinta Industries**

Quinta Industries, a company controlled by Mr Tarak Ben AMMAR, is a major European group for post-production and distribution services. Quinta Industries group includes LTC (photochemical laboratory, production and large prints release), Scanlab (video laboratory, restoration, film recording), DURAN (3D Animation, TV post-production, commercials), DUBOI (Cinema post-production, DI, special effects), Auditoriums of BOULOGNE and JOINVILLE (sound mixing, editing rooms), SIS (sound mixing, editing rooms), Cinestéréo (optical transfer, digital or analogue transfer, sound restoration) and Acousti Studios (music studio).

Quinta Industries markets digital services for post-production customers, including distributors, integrated in a vertical film process. Quinta Industries is leading in France with exclusive systems to secure contents, copyrights and confidential files. It will be the sole protection existing for its customers. The exclusive system will be released for Quinta Industries partners and included in the Quinta Industries global contract for anti piracy services solutions integrated in the specific Quinta Industries secure revenue chain.

For more information about NexGuard Content Protection, go to:

<http://www.civolution.com/applications/nexguard/content-protection/>. Civolution will be demonstrating NexGuard Content Protection at the IBC, Amsterdam, September 11-15<sup>th</sup>, Hall 5 stand B18.

**About STUDIOCANAL**

STUDIOCANAL is the European leader for feature films coproduction, acquisition and distribution. It is also the only European studio with a distribution network for all medias over the three main markets; France, United Kingdom and Germany.

STUDIOCANAL manages one of the most important catalogues in Europe, with more than 5000 movies from France, United Kingdom and United States, including movies such as Terminator 2, Basic Instincts or The Pianist. Through their production and international sales activities, STUDIOCANAL is a unique alternative for producers and directors all over the world. STUDIOCANAL is a wholly-owned subsidiary of CANAL+.

For more information, go to <http://www.studiocanal.com>

## Secure previews to support film rights sales

### STUDIO CANAL

Quinta was retained by STUDIOCANAL to provide NexGuard-secured preview versions of its films to foreign film buyers.



### The Challenge

Sending out preview copies is an intrinsic part of the film production business. Working copies must be timely sent to agencies creating promotional material, DVD screeners provided to jury members and film critics, and preview copies handed over to foreign buyers at film markets.

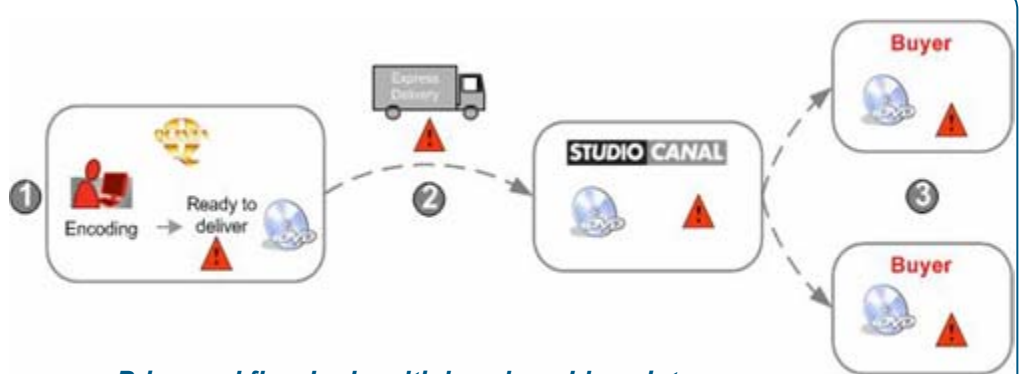
Keeping control over these pre-release copies tends to be a headache, given that a single leak may spread worldwide, through the Internet, within a few hours. Preview content quality is often degraded on purpose, in order to try to minimize the risk of piracy.

Starting with Cannes Film Market 2009, Quinta provided STUDIOCANAL with a secure way to distribute screeners with intact visual quality, using NexGuard.

### Prior Workflow

Usual workflow for film previews includes steps:

- 1 Encoding the movies into files or onto DVDs
- 2 Delivering via sneaker net or over IP, but not in person
- 3 Viewing by recipients



*Prior workflow had multiple vulnerable points*

### Solution

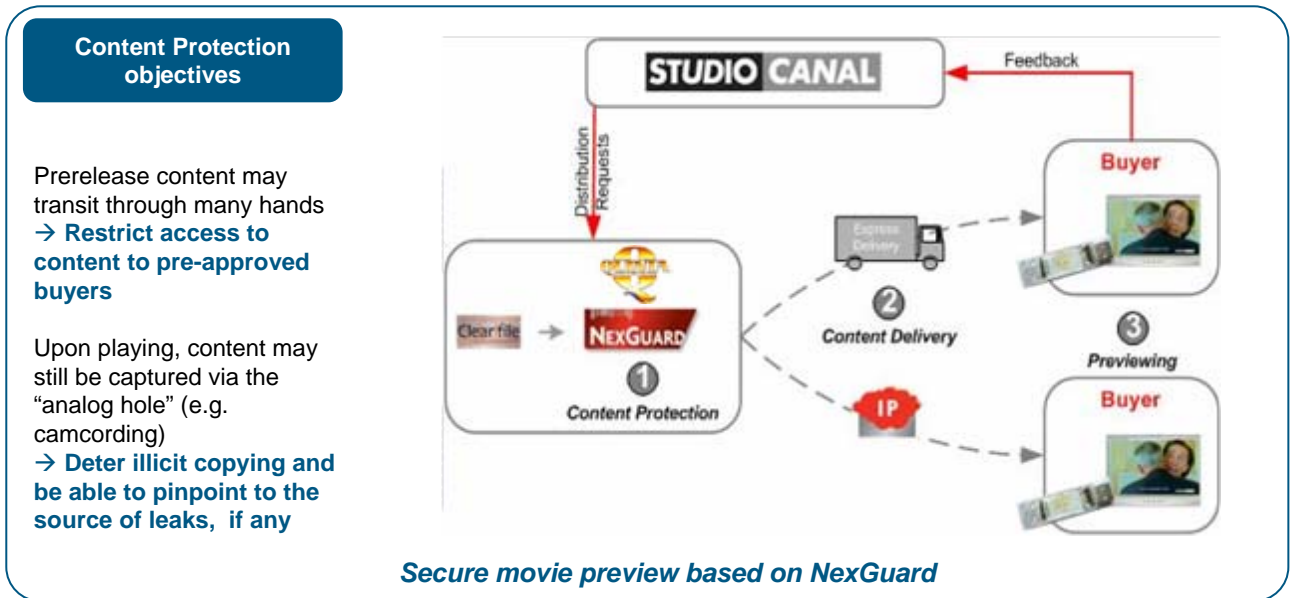
Using NexGuard Content Protection, movies ready for preview are encrypted once and for good. Lists of approved film buyers are set up and can be updated anytime. To play a NexGuard-secured file, a buyer will only need his personal Security Token. Upon playing, the content displays intermittent marks and is invisibly watermarked with the Security Token ID.



NexGuard player



## Solution Workflow



## Benefits of using NexGuard Content Protection

### End-to-end security

- Access is restricted to pre-approved buyers provided with personal Security Tokens (which can be remotely revoked in case of loss or theft)
- Illicit copying is deterred by individualized, visible marks
- Traceability is provided by forensic watermarking

### User friendliness

- Movie playback employs a QuickTime™ plug-in running on **Mac and PC**. Content can be watched in nomadic mode without Internet access, or with the computer connected to the TV (provided the user has any kind of PC-TV cabling)
- Buyers are not bothered with careful management of the content copies they received: the files are encrypted at all times
- The rights owner can easily manage the database of approved buyers and films they were granted access to

### Cost efficiency through automated file-based workflow

- NexGuard enables faster, Internet-based content distribution that reduces operational costs (incl. recordable media and delivery services)
- Automation eliminates the risk of content mismatches due to human errors during delivery, while rights management prevents content access by unintended recipients

### NexGuard implementation can be tailored to the workflow

- Secure viewing points can also be integrated anywhere in a professional workflow
- The NexGuard suite is already implemented as a module of VEDA™ automation software from SGT. Other integrations can be considered