



Cinedigm Announces Important Content Licensing Deal With Key Chinese Strategic Partner Starrise Media

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Agreement Follows Recent Significant Content Deals for OTT Streaming Channel BAMBU Including Leading Chinese Entertainment Companies CCTV and Youku

LOS ANGELES, Dec. 10, 2018 (GLOBE NEWSWIRE) -- [Cinedigm \(NASDAQ: CIDM\)](#) announced today the Company has entered into a content licensing agreement with leading Chinese entertainment company Starrise Media Holdings Limited ("Starrise Media") to release several Starrise productions on the newly announced Chinese content entertainment streaming channel, BAMBU.

The title selections, the details of which have not yet been released, will be included as part of the launch line-up for Bambu, expected in early 2019.

While the network will appeal to Americans of all ages, BAMBU's primary focus is on Gen Z ages 16-24, and Millennial viewers ages 25-35. These "digital natives" have been exposed to global culture from an early age, and hunger to stay at the forefront to discover the latest global trends—as evidenced by the unparalleled rise of Anime and K-Pop in North America in recent years. Together, those viewers represent over 27 percent of the U.S. population. This deal follows key licensing partnerships with important Chinese media companies Youku and CCTV, further bolstering the planned BAMBU lineup.

"We believe that the innovative and creative content currently being produced in China can build a genuine fan base here in the US and young adults are eager to learn about this fascinating country and its rich culture," said Bill Sondheim, president of Cinedigm Entertainment Group and International Distribution. "Cinedigm is focused on delivering TV shows and movies that convey the current modern Chinese lifestyle which will provide a window into the country's personality and potentially help build greater trust and understanding between our countries at this pivotal time in the relationships development."

Cinedigm recently announced other significant content deals regarding content for Bambu, including:

- A partnership with China International TV Corporation to bring over 500 hours of popular Chinese content to the US for Bambu, including **Nirvana in Fire**, the most popular show in China in 2015, **A Bite of China**, the most popular documentary series in recent years, **Journey to the West**, the most watched show in Chinese television history, and **The Advisors Alliance** and **Diamond Lover**, a current hit series in China
- A partnership with Youku to distribute 30 original Chinese feature films in North America on all platforms including Bambu, digital, physical DVD's and BluRays, and across all OTT platforms, with a primary focus on major streaming platforms and niche outlets

BAMBU aims to expand American appreciation of Chinese entertainment by providing viewers with a unique and innovative experience specializing in content previously unavailable to American audiences. Curated offerings will span far beyond typical martial arts and period epics, putting the spotlight on a diverse roster of content including contemporary action epics, serial dramas, romantic comedies, exciting sci-fi, pulse-pounding horror, and fantasy adventure sagas, as well as music and reality series, and educational programming ranging from instructional Chinese language courses to cultural cooking shows—all coming together to form the only complete Chinese entertainment platform in the United States. BAMBU will offer a variety of different programming options, constantly refreshing the channel's content based on what is being enjoyed by its audience.

BAMBU further advances the Company's strategy for the bilateral flow of content and OTT streaming networks between North America and China. Additionally, the Company believes BAMBU is an important vehicle to provide immediate and invaluable audience feedback to Chinese producers working to produce films and television for a global audience. This direct consumer data should help better inform the development process in China about the categories of entertainment content, stories and character that appeal most to an American and eventually global audience.

About CIDM:

Since inception, Cinedigm (CIDM) has been a leader at the forefront of the digital transformation of content distribution. Adjusting to the rapidly transforming business needs of today's entertainment landscape, Cinedigm remains a change-centric player focused on providing content, channels and services to the world's largest media, technology and retail companies. Cinedigm's Content and Networks groups provide original and aggregated programming, channels and services that entertain consumers globally across hundreds of millions of devices. For more information, visit www.cinedigm.com.

Press Contact for CIDM:

Jill Calcaterra/310-466-5135
Cinedigm
jcalcaterra@cinedigm.com



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