

ExtendMedia

Powering Digital Media Businesses

Featured Customers

Rights Holders

SHOWTIME, NBC, Turner

Distributors

AT&T, Bell Canada, Cablevision,
Mitsubishi, SanDisk

Management Team

Keith Kocho

President & Founder

Martin Meyer

Chief Operating Officer

Chris Gardner

Chief Marketing Officer

Neil Black

Chief Technology Officer
& VP Technical Services

Todd Hinders

SVP Business Development
& Sales

At a Glance

ExtendMedia provides software and services that enable content owners and distributors to create, deliver, manage & monetize secure online content offerings over many devices.

Available on an hosted or enterprise basis, our flagship product, OpenCASE, is a trusted platform on which leading content owners and distributors are building their digital media businesses.

ExtendMedia was founded in 1991 by Keith Kocho, and since that time has focused on delivering digital media solutions for the world's most successful and innovative content owners and distributors. The company's in-depth knowledge has been built into the OpenCASE platform. ExtendMedia's investors include Venrock, Atlas Venture and TVM Capital.

OpenCASE Overview

OpenCASE is a modular, end-to-end platform for the management, publishing and delivery of innovative content services to PCs, television and mobile devices. It enables rich & engaging consumer facing services in a multitude of commercial formats and operational models including streaming, secure retail and on-demand services.

OpenCASE facilitates the creation and management of all components of a large-scale commercial video business including:

- » Unified Ingestion and Content Management
- » Subscriber and Profile Management
- » Product and Services Management
- » DRM and Rights Management
- » Billing and Transaction Management
- » Ad Insertion and Campaign Management
- » Content Fulfillment, Distribution and Delivery
- » Reporting and Analytics

With OpenCASE, a content or service provider can define sophisticated business rules to control every aspect of the content service lifecycle - ingestion, description, encoding, encryption, packaging, pricing, ad insertion, syndication, distribution, and promotion from a modular, workflow-driven interface. ExtendMedia's flexible commerce capabilities support multiple business models spanning pay media and ad-driven models, and ensure that service providers can adapt to changing market conditions.

Working with the world's most successful and innovative media companies, ExtendMedia has built a reputation as a trusted software and solutions provider. Our customers include AT&T, NBC, SHOWTIME, Cablevision, Hewlett Packard, Bell Canada, and more. Call one of our digital media experts to test out our market-proven technology today.

ExtendMedia Headquarters
199 Wells Ave, Suite 105
Newton, MA 02459

ExtendMedia Production Facilities
190 Liberty Street, 2nd Floor
Toronto, Ontario, Canada
M6K 3L5

ExtendMedia Europe
628, chemin de Malbosquet
06140, Vence, France
Phone: +33 681 426 243

Web: www.extend.com
Email: press@extend.com
Phone: +1.416.535.4222
Fax: +1.416.535.1201