



Paris, 17<sup>th</sup> May 2011

**Cognacq-Jay Image announces today its acquisition of BeBanjo, the Spanish company that builds award winning back-office software for teams managing non-linear television services**

The acquisition combines **Cognacq-Jay Image**, the leading French broadcast and broadband technical service provider, and **BeBanjo**, the company that builds best-of-breed back-office tool for teams managing on-demand services.

Together the companies will focus on providing a complete digital media solution for linear and non-linear platforms. This full-service solution will provide platforms operators, broadcasters and content owners everything they need to efficiently distribute media content across multiple platforms, devices and countries.

*"We're thrilled to be joining forces with Cognacq-Jay Image and to benefit from their technical leadership, their vast knowledge of the media business and their successful video processing services. It enables us to continue and expand on our mission of creating the world's best back-office for companies looking to optimize their non-linear media workflow."* says Bastian Manintveld, Founder of BeBanjo.

*"With the acquisition of BeBanjo, Cognacq-Jay Image is broadening its expertise in the management and processing of multimedia content. We now are in a unique competitive position where we can service our customers across many different video platforms through our MediaOnDemand offer. The combined offer helps our customers to monetise their media on any platform in an easy, transparent and efficient way. "* says Regis Martin, deputy CEO of Cognacq-Jay Image. *"We are glad to welcome BeBanjo's team and customers to the TDF group."*

With this acquisition, BeBanjo joins Cognacq-Jay Image and SmartJog in the TDF Group Multimedia Business Unit. The Spanish company will retain its distinct brand identity, strengthening and complementing Cognacq-Jay Image's fast-growing service delivery platform. BeBanjo will continue to be based in Madrid, Spain.

Thanks to Cognacq-Jay' successful technology, media relationships and broadcast expertise, BeBanjo will continue to build on its success as one of the world's most efficient back-office tool to manage non-linear services and will keep investing in R&D to improve its suite of products.

## **About BeBanjo**

BeBanjo is a software company focused on building the world best back-office for teams managing video-on-demand and catch-up services. BeBanjo was founded in 2008 by Bastian Manintveld and Jorge Gómez Sancha and is headquartered in Madrid, Spain. BeBanjo clients include Channel 5, BSkyB, Telefonica and Tv Numeric. For more information: <http://bebanjo.com>

## **About Cognacq-Jay Image**

Since 1996 Cognacq-Jay Image, a TDF Group company, operates broadcast playout services for TV channels. Part of the TDF multimedia division, Cognacq-Jay Image proposes new services that drive innovation and deliver next generation multimedia solutions to its customers.

Led by Thierry Carpentier and Régis Martin, the company offers easier and more efficient management of linear and on-demand services for TV channels, service providers and content owners. For more information:

<http://www.cognacqjayimage.com>

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