

BeBanjo's Movida winner of a StreamingMedia Readers' Choice Award

Movida enables channels/broadcasters to manage archive and catch-up scheduling and rights management like never before.

- Movida is a web based solution that provides beautiful, highly automated scheduling and rights management for on-demand services
- Movida is currently the only solution in the world for efficient rules-based catch-up scheduling
- BSkyB, Telefonica, Channel Five and TV Numeric manage their TV services using BeBanjo's products.
- BeBanjo will launch it's third product focussed on managing metadata across multiple platforms during Q1 2011.

Madrid - 26 October 2010

BeBanjo today announced that it has won a Readers Choice Award for its second product Movida. The awards are organized by StreamingMedia Magazine. The awards recognize the innovation and operational improvements that Movida has delivered to some of Europe's most important on-demand service. More than 12,500 votes were cast for more than 240 products.

Movida is a beautiful, highly automated solution for scheduling and rights management. It's unique in its ability to distribute catch-up and library content across multiple VOD platforms based on simple rules.

Movida helps its customers to reach a wider audience, and generate more revenue from their content rights without increasing the size of their editorial team.

"We started our company two and a half years ago." says Bastian Manintveld, Founder of BeBanjo. "Today our software is used to help manage some of Europe's most important on-demand services for clients such as BSkyB, Channel Five, TV Numeric and Telefonica. We are aiming to build the world's best back-office for teams managing video-on-demand services and hope that this positive response from the industry will reflect equally well on our future products "

"This kind of recognition is very encouraging to us" says Jorge Gomez Sancha, Founder of BeBanjo. "We're very proud that after winning an award for our first product, Sequence, we've won an award this year for our second product, Movida. "

About BeBanjo

BeBanjo is a software company focussed on building the world best back-office for teams managing video-on-demand services. BeBanjo was founded in 2008 by Bastian Manintveld and Jorge Gomez Sancha and is headquartered in Madrid, Spain.

For more information: <http://bebanjo.com>

About Streaming Media Europe

Streaming Media Europe is the largest dedicated event for businesses harnessing the power of streaming video, audio and multimedia on the Internet in Europe. Streaming Media Europe is the longest running, largest and most prestigious event focused on the streaming media industry in Europe.

Press contact:

Bastian Manintveld

+34 91 458 3737 - pr@bebanjo.com