

HMS Media Solutions Partners With joiz Global to Launch an End-to-End Service for Media Companies

New, Fully Integrated Solution Provides Live TV, VOD and Interactive Tools to Build Communities and Monetize Audiences

HMS Media Solutions, a leading provider of broadcast automation solutions based in Germany, and Swiss media company joiz Global, the creator of an innovative, award-winning community marketing and social TV platform, have partnered to provide a fully integrated end-to-end solution for live TV, video-on-demand (VOD) and community interaction. The offering will allow media companies of all sizes to develop new digital strategies which engage and monetize audiences more efficiently and cost effectively.

Integrating with existing broadcast systems, the new solution will quickly and easily allow content providers to enhance their linear TV and VOD offerings with new digital distribution channels and interactive tools. The community marketing solution creates new methods of turning passive viewers into engaged consumers, creating access to highly valuable smart data as well as new advertising formats and e-commerce opportunities.

HMS has been successful in developing customer-specific TV broadcast solutions for the complete production and broadcasting workflow with its flexible, scalable integration and automation capabilities. HMS products are based on a robust, 24/7 play-out and a range of interfaces for external systems. The DiSA-branded DVB play-out "in-a-box" provided by HMS is sufficiently flexible to meet the requirements of large, national TV broadcasters and smaller local operations. It includes a variety of automated work processes that can be easily adapted for different customers. DiSA is currently used in over 200 broadcast systems worldwide.

The unique community marketing platform created by joiz Global unites TV, online and mobile to increase consumer engagement and interaction, providing smart behavioral data and creating new advertising and cross-selling opportunities. The community marketing solution from joiz Global has been utilized by the recently launched Ultra HD channel INSIGHT from Netherlands-based broadcaster and producer TV Entertainment Reality Network (TERN) to monetize its audiences across platforms. The company has also

licensed its technology to M DuMont Schauberg, one of Germany's leading media companies, to create Köln.tv, the country's first interactive regional TV network featuring news, sport and lifestyle programming.

Samuel Gähwiler, Managing Director of joiz Global, commented, "We're incredibly excited to partner with HMS Media Solutions, bringing together a range of advanced broadcast services and unique viewer engagement tools. Together, we can quickly and easily deploy state-of-the-art linear and VOD programming alongside a powerful, proven community marketing platform that helps media companies better monetize audiences."

"Our joint solution with joiz Global addresses the ever-growing need for providers to develop an end-to-end transaction chain with the distribution of their programming and content across linear and non-linear channels," says Frank Mistol, CEO and founder of HMS. "This highly interactive solution, which has a proven track record of audience engagement, is becoming increasingly important for both businesses and consumers in the digital media landscape."

Note to Editors

Below is a link to a selection of images:

<https://www.dropbox.com/sh/xzng7u9j2ju17vi/AAB8FsY7j9zaDIK6IMNqWTtZa?dl=0>

About joiz Global

joiz Global delivers innovative VOD platforms including community marketing solutions, which collect and convert data into value for enterprises worldwide. The joiz Global platform unites TV, online and mobile to increase and enhance consumer interaction, motivating viewers to become highly engaged users. The cloud-based solution transforms audience interactions into behavioral data, creating invaluable advertising and cross-selling opportunities. joiz Global enables customers to optimize and monetize their products, offers and services for audiences in whole new ways. joiz Global is part of joiz Group, which includes the joiz-branded entertainment TV channels in Switzerland and Germany. Headquartered in Zürich, further information about the company can be found by visiting www.joizglobal.com. www.joizglobal.com.

About HMS

HMS media solutions is an independent provider of broadcast automation solutions in the fields of broadcasting, smart TV, IPTV and HbbTV. Founded in 1996, the Halle, Germany-based company now has an installation base of over 200 TV broadcasters from across Germany, Europe and America for its broadcast automation solution. The broadcast automation solution developed by HMS comprises the components Ingest, MAM, playout, encoding and multiplexing for ATSC and DVB. It enables automated up- and downscaling as well as transcoding and distribution. HMS also offers solutions for digital signage and legal recording as well as teletext and streaming.

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