



NAB 2009 Show Announcement

ProConsultant Informatique Partners with Quova

Collaboration to add new protection layer for distributing content to the web

Las Vegas, NV – April 17, 2009 – ProConsultant Informatique, a forward-thinking developer of enterprise workflow solutions for broadcast programs and business management, today announced a strategic partnership with Quova, the leading provider of IP geolocation data services. The ProConsultant Informatique flagship business management solution for television broadcasters, LOUISE, will leverage Quova technology, allowing broadcasters to deliver content to their web audiences according to geographic location. The new partnership will reassure broadcasters that access to web-based content is protected and in accordance with geographic distribution rights for entertainment, news and other programming. By knowing the geographic location of their audience, TV networks can pre-select and authorise content by regional interest, thereby adding value to the media by delivering relevant content to the right viewer in the right region.

“Given that LOUISE is an industry leader in content management, repurposing and distribution for broadcasters, the Quova IP geographic authentication technology provides a perfect complement to the enterprise LOUISE workflow,” said Hervé Obed, founder, ProConsultant Informatique S.A. “Content providers spend a tremendous amount of resources and money developing programs for specific markets and they apply stringent geographical and rights requirements on broadcasters. As TV stations extend their reach with new delivery platforms, such as live VOD and the Internet, they must ensure that the distribution rights are protected. By integrating the Quova’s unique IP geolocation expertise with the strong metadata management in LOUISE, broadcasters can be confident their content reaches users in authorised regions only. ProConsultant Informatique is dedicated to enhancing the media distribution and viewing experience with forward-thinking technology and partnerships such as the one we are entering into with Quova.”

ProConsultant Informatique takes the lead in content distribution to the web by incorporating authentication principles into its distribution methodology. Broadcasters use the LOUISE system to manage content rights and metadata; the heart of the operation for both standard distribution and content repurposing for alternate

channels including VOD, Mobile and Web. The new relationship with Quova will add a layer of control and accuracy to the LOUISE workflow, distributing relevant web content by geographic location. LOUISE further ensures accuracy by directing Quova through metadata directives.

“With online content delivery growing exponentially, we’re seeing more and more broadcasters and related technology providers needing to take advantage of our highly accurate and enterprise scale geolocation data,” said Steve Sawyer, VP of Business Development WW, Quova. “Conforming to strict geo-blocking guidelines is practically unenforceable without a trusted source of IP geo data and the detection of proxies so we excited by the prospect of bringing these benefits to a wider market through this partnership with ProConsultant Informatique.”

About Quova Technology

[Quova, Inc.](#) enables online businesses to instantly identify where a visitor to their Web site is geographically located. Online companies including broadcasters, e-retailers, ad networks, banks, and government agencies integrate Quova’s [IP geolocation data](#) into their Web applications to geotarget their advertising and content, detect card-not-present fraud, manage distribution of digital content, comply with local laws, and more. Quova delivers detailed demographic and network characteristic data about an IP address and the data is 99.9% accurate at the country level and up to 98.2% accurate at the US state level (attested to by PricewaterhouseCoopers). Quova, founded in 2000, is based in Mountain View, California, and is privately owned. www.quova.com

About LOUISE – Rights Management and Program Scheduling

LOUISE is a dynamic, fully integrated information system for managing and scheduling media programming assets whether it's a mid-size television station or multi-channel, multi-media enterprise operation. LOUISE incorporates essential program information in its centralized database including rights, contracts, scheduling and all associated metadata through its life-cycle. The scheduling grid interface is straight-forward and intuitive. It can be easily configured to meet individual workflow needs. Designed to handle a broad range of situations, the logging tool allows secondary-event scheduling. Built on open standards, LOUISE serves as a control and information hub for data exchange. The powerful Search and Report module quickly responds to multiple levels and categories of queries. Customized reports and analyses are generated dynamically to reflect the latest information with preferred fields and views. LOUISE can be easily integrated with third party

systems – from ingest cameras and devices to automation systems or publication services and archive systems. In addition to improved efficiencies in scheduling, planning and analysis, LOUISE provides a reliable, robust framework to maximize all aspects of the digital workflow chain.

About ProConsultant Informatique

ProConsultant Informatique S.A. develops state-of-the-art business management software for media organizations. Based in Metz, France, the company's flagship scheduling software LOUISE and its air time sales/traffic system CINDY are enterprise solutions offering straight-forward, intuitive workflows with a sophisticated infrastructure that provides maximum control and access to information and metadata for management, data exchange, analysis and reporting. With more than a decade of experience, reliability and a proven track record in nearly 200 television and multi-media organizations worldwide ProConsultant exemplifies excellence in innovation and performance.

For more information, please visit <http://www.proconsultant.net>

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