

Paramount Digital Entertainment Indexes Film Library, Creates Worldwide Licensing Opportunities for Clips

DigitalSmiths' VideoSense(R) Powers New B2B Clip Portal Open to Paramount Pictures Licensees

LOS ANGELES, Dec 15, 2009 /PRNewswire via COMTEX/ -- Paramount Digital Entertainment today announced www.ParamountClips.com, the first product offering from the studio's digital film index. At launch, clips from over 80 of Paramount Pictures' most beloved and most successful films will be available to Paramount licensees. DigitalSmiths, the innovative multi-screen media analysis, operations and publishing technology provider, has utilized its VideoSense® technology to index, manage, distribute and further monetize Paramount's vast digital film library on multiple screens.

(Logo: <http://www.newscom.com/cgi-bin/prnh/19991206/PARLOGO>)

Using the VideoSense platform, Paramount has launched a fully automated, self-service B2B clip portal for businesses. www.ParamountClips.com streamlines the process of digital rights management and accelerates time to market for clips.

Paramount's licensees can search for any element within the library, a list that includes (but is not limited to) specific actors, locations or lines of dialogue. VideoSense instantly combs through the collected metadata to locate the relevant clip. That clip can then be reformatted, exported to any platform that plays video, and monetized.

"This new platform enables Paramount to create a 'digital blueprint' of our entire film library that can be monetized across an unlimited combination of screens, interactive applications, strategic initiatives and business relationships worldwide," said Geremie Camara, VP of Product Development for Paramount Digital Entertainment. "With the DigitalSmiths technology, we are opening new revenue streams for our premium film and clip library."

For the project, DigitalSmiths applied proprietary video interpretation technologies such as facial recognition, scene classification and closed-captioned time alignment to HD copies of films from the Paramount library. The resulting tracks have combined to form a unique, time-based metadata framework - or MetaFrame™ - of intelligent video tags that give users access to advanced capabilities such as search, discovery, customized playlists, and content recommendations. VideoSense will manage the complete workflow from search/discovery to final transcoding and fulfillment.

Said Ben Weinberger, co-founder and chief executive officer of DigitalSmiths, "We are proud of the work we have done for Paramount, which allows the studio to easily build its clip audience by making premium film assets easy to use, easy to view, easy to share and easy to monetize."

About Paramount Digital Entertainment

Paramount Digital Entertainment (PDE) is a division of Paramount Pictures Corporation. PDE develops and distributes filmed entertainment across worldwide digital distribution platforms including online, mobile and portable devices, videogames, virtual worlds and emerging technologies.

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group and Worldwide Television Distribution.

About DigitalSmiths

DigitalSmiths provides the industry's only studio-grade digital media analysis, operations and publishing solution with an advanced, time-based metadata framework that empowers digital media companies to distribute premium video content across multiple platforms, open up new revenue streams for film and TV assets, and build audience. To date, DigitalSmiths has indexed over 3,000,000 tracks of metadata across 29,000 pieces of content and more than 200 terabytes of premium video content.

The company's flagship product, VideoSense®, powers the digital media operations, publishing and analytics for today's leading Hollywood studios, broadcasters, distributors and publishers including Warner Bros., Telepictures and TMZ.com. DigitalSmiths was named one of the "Top 45 Companies to Watch" by Dow Jones, one of the "OnHollywood Top 100" and "OnGlobal 250" by AlwaysOn, "Technology of the Year" by North Carolina's Council for Entrepreneurial Development (CED), and winner of the "Streaming Media Readers' Choice Awards."

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<http://www.ParamountClips.com>