

Corporate News from 21 October 2016

_wige MEDIA AG, ISIN: DE000A1EMG56 / WKN: A1EMG5

_wige GROUP develops new Sport-Total.tv business area

- Fully automatic broadcasting of sports events also for the amateur area
- _wige MEDIA AG arranges exclusive partnership with system supplier Pixellot
- Test phase to start in coming months

Cologne/Tel Aviv, 21 October 2016. As announced, _wige MEDIA AG is further developing its new business area Sport-Total.tv, and will launch the test phase for this strategic growth area over the coming months. _wige MEDIA AG plans to equip German amateur associations with special video technology that enables them to broadcast games and sports events at high quality and fully automatically on various platforms. To this end, _wige MEDIA AG has signed an exclusive agreement with system manufacturer Pixellot, Tel Aviv, enabling it to exclusively market the innovative system in the amateur sector from 2017 until the end of 2019 in Germany. This agreement can be extended for two more years. "With it we aim to also facilitate the type of high-quality, efficient and cost-effective production in amateur sports that fans are already familiar with from professional leagues, while at the same time we are combining this idea with significantly more options for fans, which allow them to follow sports events on a far more individual and flexible basis than in conventional linear TV," emphasises Peter Lauterbach, CEO of _wige MEDIA AG. Alon Werber, CEO of Pixellot underscores: "We are pleased that we have found an ideal partner for our system in _wige MEDIA."

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