
PRESS RELEASE
Milan, 27 January 2010

TXT Polymedia took part in the development of Mediaset new website www.video.mediaset.it

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TXT Polymedia, leading European company specialized in Media & Channel Integration, just created for Mediaset the website www.video.mediaset.it, launched on January 13th during TGCOM special live edition.

This video player application comes among several others as result of a long-term synergic cooperation with Mediaset group that recently gained the second finalist position at the IBC Innovation Awards 2009.

To face all the challenges of a competitive market, Mediaset accordingly with a world-wide market trend, has faced the need to manage in a more efficient and automated way the whole production process of digital contents and at the same time to create new income sources. TXT Polymedia, strong of its specific experience in this field and thanks to the consolidated relationship with Mediaset, succeeded once again in providing software products and solutions to create value and to support growth, combining technology and business.

This new video solution is part of *Media in a Box*, the TXT Polymedia platform that integrates Internet TV, Video Advertising and consumer intelligence to make more profitable the online presence of media companies along with strong simplification of video content production.

The front-end of the new Mediaset video solution is based on [TXT Polymedia Show](#) that assures a full flexibility in video presentation using the latest video encoding technologies *Microsoft Silverlight Smooth Streaming* e *Adobe Flash*.

The production process - *data capture, classification, storage and publishing* – is completely automated thanks to the CMS/MAM product [TXT Polymedia Video](#) which assures, among the other features, the synchronization with the advertising server that manages the video advertising campaigns.

The business model adopted by Mediaset is “free content plus video advertising”; TXT Polymedia video player has been configured both in streaming and in progressive download mode.

“We strongly trust in the value of our solutions - states Tullio Pirovano, TXT Polymedia General Manager - and in the competitive advantage for our customers. For this reason our commitment in these years has been increased and focused on the development of products and solutions that, as well as minimizing the process time and noticeably reducing production costs can enable new and innovative business models.”

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TXT Polymedia (www.txtpolymedia.com) is a leading software company specialized in Media & Channel Integration. Its portfolio includes products and services for broadcasters, media and telecom operators based on Multichannel Content and Media Asset Management product and business solutions for monetizing interactive new media. . More than a decade of track record of successful business witnesses not only its proactive approach to continuous innovation but also long term relationships and cooperation with all its customers. TXT Polymedia is a fully-owned company of TXT e-solutions

TXT e-solutions (www.txtgroup.com) is an international software products and solutions vendor and leader in "Strategic Enterprise Solutions" in the industrial and media sectors. The principal business areas in which it operates are Demand & Supply Chain Management (DSCM) with TXTPerform offer and Media & Channel Integration with TXT Polymedia company (100% subsidiary). The company is listed on the Star segment of the Italian Stock Exchange (TXT IM). TXT has approximately 560 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Wynyard, London and New York.

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