

## REFINE AWARDED PREFERRED VENDOR STATUS BY NETFLIX

**APRIL 8<sup>TH</sup> 2013**

Content processing business **re:fine** today announced it has been awarded preferred vendor status by **Netflix**, the world's leading Internet television network.

As a Netflix Preferred Vendor (NPV) re:fine is one of a dozen companies chosen to help optimize the digital supply chain and meet the standards required for high quality conversion of video for streaming.

As part of the NPV process re:fine had to demonstrate its capabilities in the areas of file storage, video restoration, file transcoding/encoding, subtitling/closed captioning, quality control, file transportation, standards conversion/file manipulation, and scalable workflow management.

Chris Fetner, Director of Content Partner Operations at Netflix explained; 'We're looking for the top providers in the Digital Supply Chain to streamline workflows and help us accelerate the streaming VOD transformation. Netflix seeks to digitize content quickly, while still maintaining the highest quality possible. Matching content providers with the best service providers accomplishes that.'

With more than 33 million streaming members in the United States, Canada, Latin America, the United Kingdom, Ireland and the Nordics, Netflix is the world's leading internet subscription service for enjoying movies and TV programmes. This demand puts Netflix at the forefront of driving the digitization of massive amounts of content.

Symon Roue, CEO of re:fine added; 'Being awarded Netflix preferred vendor status sets us apart at a very exciting time for the content industry. Our robust approach to content supply chain procedures and quality control have been given

endorsement by one the world's most exciting players in true on demand. Now content owners can be left with no doubt that they're using the best of breed supplier.'

#### **About re:fine**

**re:fine set out in 2007 to build the best content processing and media management servicing company in the world. Today, its advanced technology infrastructure has been developed for high volumes of video traffic ensuring delivery through global networks, any video file to any end customer. Refine's latest media management system, allows engagement to search, view, track, and deliver content. Combined with an exceptional delivery team, clients are able to focus on what they do best; creating and selling great content whilst we do the rest.**

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