



PRESS RELEASE

KITE MEDIA TO FLY WITH LEADING SCREENING PLATFORM, CLIPSOURCE

Friday 20 March 2015 – Kite Media Ltd, the recently launched media consultancy working in the online video content market, has today announced its appointment as the exclusive agent in the UK & Ireland for the Clipsource screening and PR platform - www.clipsource.co.uk.

Kite Media Ltd, the brainchild of former BBC Worldwide business director Paul Maidment, will look to develop new business for the Swedish company by targeting customers in the TV broadcast, production, advertising, learning and corporate markets. Clipsource is already the leading screening and PR platform in Sweden offering partners such as SVT, SBS, FOX and Warner Brothers the ability to both present, distribute and promote video content in digital form in a more cost effective and time-efficient way. The platform is being used as a distribution tool by PR agencies who can reach journalists and bloggers more readily; indeed over 5,000 such people have already signed up to the service.

Paul Maidment commented : 'I was immediately impressed by what the Clipsource team had achieved over a short period and they have ambition to grow the business globally. With my background, contact book and knowledge of the video content market, Kite Media was an obvious agency partner and I am excited about rolling up my sleeves and telling the UK and Irish markets about the many benefits of using the Clipsource platform'.

Johan Wiklund, CEO of Clipsource added : 'Our business has grown quickly in Sweden and we recently launched the service in Brazil, Finland, Germany and Spain. The UK is a huge, untapped market and Clipsource will I'm sure be seen as a great platform tool for businesses and individuals working across many aspects of the media and corporate life. We are delighted to have Paul and Kite Media on-board as our exclusive agent'.

Since launching in January 2015, Kite Media is already working with a number of clients across the wider media, learning and corporate landscape, provide them with knowledge and know-how to help them grow their businesses in the video space.

Maidment brings a wealth of experience to the new consultancy. He has hands-on experience in the telecoms, technology and archive video markets including over 20 years at the BBC's commercial arm, where he headed up BBC Motion Gallery and BBC Worldwide Learning, licensing digital video content to the media.

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About Kite Media - Kite Media Limited is a London-based company that provides consultancy services to the digital media, corporate, production and learning markets. Kite Media was set up by Paul Maidment, formerly a Director at BBC Worldwide, in January 2015 with the aim of offering commercial advice to those companies seeking to produce, digitise, distribute or licence video content.

About Clipsource AB - Clipsource is a distribution platform for screeners, clips, trailers and metadata. Clipsource was founded in 2009 by Jens Ander, Johan Wiklund and Dan Willstrand, all with an online video experience that stretches back to 1998 when they launched Scandinavia's first streaming media company Kamera Interactive.