



Inergize Digital and Entriq to Offer Broadcasters New Services to Fully Monetize Video Assets Online

*Solution Optimizes Video Delivery to Increase Viewer Engagement and Drive Powerful Revenue
Generating Opportunities for Broadcasters*

MINNEAPOLIS, MN and CARLSBAD, CA – June 4, 2008 – Inergize Digital and Entriq today announced that the deployment of Entriq’s Media Services in conjunction with Inergize Digital’s robust web content management system (CMS) to successfully streamline over 50 television broadcasters’ workflow and distribution of digital content across multiple platforms.

Through a series of digital media solutions powered by Entriq and specifically optimized for the broadcast community, Inergize Digital makes it simple and straightforward for broadcasters and other publishers to efficiently network digital content across a portfolio of publishing properties.

The solutions are in response to ongoing concerns in the broadcast industry with the dearth of integrated digital production solutions that allow newsrooms to quickly and easily scale to the demands presented in today’s fast-growing broadband and IP video media environments.

The fully integrated Entriq/Inergize Digital platform solution is in operation in 37 markets, including those overseen by Newport Television and other owners of major network affiliate stations.

“Television stations today are looking for ways to monetize their video assets in a number of different ways. It is now more important than ever to leverage syndication possibilities, move into a mobile environment, create direct transaction relationships with consumers, and add process efficiency,” said Jason Gould, Senior Vice President and General Manager of Inergize Digital. “Our combined solutions, tailored directly to the broadcast community, remove the barriers to going digital without requiring newsrooms to entirely swap out or change their existing operations systems.”

Recently reported data gathered by third-party researcher Hitwise® demonstrates that viewers spend twice as much time on properties that use the Inergize Digital system than on news sites powered by its competitors. Further, Inergize Digital’s clients’ online business models are demonstrating top-line success with an average 124 percent revenue growth rate over a five-year period following the utilization of these and other Inergize Digital services.

The Entriq-integrated Inergize Digital solution offers the following capabilities:

- Ingest of content and metadata from existing production systems.
- Media processing architecture to automate tasks for movement, segmentation and conversion of media.

- Real-time delivery of digital assets to Web, mobile, IPTV and other platforms, optimized for audience consumption based on the medium.
- Syndication options including publication to multiple device platforms.
- A system that is designed to function within existing television newsroom interfaces, making use of existing meta-information for automating workflow associated with file trafficking, publishing and processing.

“In order to compete, our stations need to be able to quickly and easily publish video to multiple destinations in a simulcast manner,” said Craig Millar, Senior Vice President of Operations at Newport Television Station Group. “With Inergize Digital’s solution in place, we’re finding that problems we used to encounter publishing and tracking content online are no longer an issue. This not only saves us time and money, it helps us better monetize the assets we have, because viewers are spending more time on our sites. Our operations staff is also grateful for the advanced, easy-to-use capabilities.”

“Entriq has the most comprehensive end-to-end solution for broadcasters seeking to place their content on multiple platforms,” said Guy Tennant, Chief Operating Officer of Entriq. “Companies like Inergize Digital turn to us, because we offer a simplified and unified workflow solution for television stations seeking to stay competitive with their digital offerings.”

About Inergize Digital

Inergize Digital operates more than 59 Media Web sites in 39 markets. A division of Newport Television, the unit provides media properties with systems, technology, sales and marketing strategies to compete in a digital world. The multi-platform digital management system provides stations with an integrated solution to distribute content and serve their local communities and advertisers.

About Entriq Inc.

Founded in 2000, Entriq helps companies quickly and easily get their digital media content to consumers and users. Entriq's Media Solution, proven in production by some of the world's leading brands, solves all the major problems content providers and broadcasters encounter when attempting to package, control, deliver, and monetize content across all devices and platforms. Every day, customers like BSkyB, Sky News Australia, ESPN, UEFA, CBS, Oprah Winfrey's Harpo Productions, Viacom, and Foxtel (Australia), rely on Entriq to thrive in the competitive and fast-paced digital media economy.

Entriq is a division of MIH, which is a wholly owned subsidiary of Naspers Limited. Naspers is listed as NPSN on the LSE, and NPN on the JSE. To learn more, visit <http://www.entriq.com>.

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