



## **ACTUS CLOUDLINK A RATINGS WINNER WITH SONY ENTERTAINMENT TELEVISION INDIA**

*Actus rolls out new SaaS solution CloudLink; Sony first customer to leverage new service offering for ratings analysis*

**Tel-Aviv, Israel - January 24, 2011** - Actus Digital, a provider of web-based media monitoring and management solutions for broadcasters, government agencies and content producers, today announced that Sony Entertainment Television India is utilizing the company's new Cloud-based monitoring and analysis solution, Actus CloudLink, for analyzing ratings. The SaaS concepts, CloudLink, lets Actus customers capture a transmission anywhere around the globe, record it, analyze it, and even send it live, via broadband communications, to any other location around the world. *"In partnership with GoBindas Entertainment, we are able to offer next generation monitoring and analysis solutions like Actus CloudLink,"* comments Sima Levy, CEO, Actus. *"There are many advantages to the emerging SaaS model. Physical space, system maintenance and resource management are absorbed by the provider. Beyond these basics, customers have much more flexibility. They can increase the number of users and add capabilities on the fly. There is no strict pre-planning with CloudLink, you log in and the full range of Actus offerings are at your fingertips."*

Hosted by GoBindas, India's fast growing managed services & value added technology service provider, Actus CloudLink replicates the extensive Actus product line offering robust media monitoring and analysis capabilities in the cloud. *"Sony Entertainment is the first customer to utilize the Actus CloudLink solution in India,"* comments Rajiv Gupta, President, GoBindas. *"Based on the tremendous success with Sony Entertainment, we have opened up a completely new stream of revenue and are actively pursuing the media market. We look forward to evolving the SaaS model with our partner Actus and growing the number of media organizations that leverage the new model."*

Sony Entertainment is utilizing Actus CloudLink - Monitoring and Ratings Analyzer modules - to monitor the ratings of seven channels; three of its own and four competitors. Five different departments within Sony including their Marketing, Research & Programming access Actus Rating Analyzer and media from their desktop system. Ratings information is presented as a colorized graph in sync with the actual media. For easy viewing, Actus Ratings Analyzer offers a multi-screen display with detailed information

including; viewers' age group, different geographic locations, and even the rating information of two or more ratings providers.

#### **About Actus Digital**

Actus Digital, a subsidiary of Taya Media Group, Israel's premier video media and visual communication content and technologies company, develops enterprise monitoring, analysis, and media management solutions for broadcasters, government agencies, and content producers. Leveraging emerging web technologies and IT standard hardware, Actus solutions are highly scalable systems ideal for cross-organizational content analysis and content repurposing. Actus next-generation solutions compliment any broadcast workflow, empowering operators with purpose-built tools for acquiring, viewing, analyzing and re-purposing transmissions from channels around the world. Their impressive customer list includes global media conglomerates among the likes of AirTel, FOX, SKY and ZEE Networks. For more information, please visit: <http://www.actusdigital.com>.

**About GoBindas Entertainment (GBE) - GBE** is a technology managed services provider and content aggregation company. It is a leading provider of end-to-end value-added services for Mobile Operators, Media Companies and Enterprises. GBE acts as a strategic partner to companies that want to expand into emerging markets and enables them to create unconventional business models that create a WIN-WIN relationship. GBE's ability to deliver turnkey solutions is unique, thereby enabling the clients to implement profitable new services, tapping the dynamic mobile market with greater ease. The company employs content management systems plus video and voice platforms. The services that they enable include interactive portals, community and user generated content applications, ring back tone, mobile advertising, music download and video streaming.