

MPO LINK

NEWSLETTER

EDITO

MPO's bluer, greener and more sustainable future...

According to SEVN's figures, sales of video increased by 7% in the first quarter of 2009. Is this the first signs of recovery?

If the outlook appears good it will be further bolstered by the creativity of film studios who remain dynamic with strong slates for this year as proven by the upcoming Festival de Cannes which appears to be outstanding.

When speaking of recovery, the current medium, DVD, first comes to mind, but also the success of tomorrow's media: Blu-ray and VOD.

All this will be possible thanks to a sound environment where at last there will be a clear legal framework to protect the circulation of content on the internet, which is why MPO strongly supports the Hadopi Act.

In 2009, over 2.5 million Blu-ray players will be sold, which in a difficult economic climate, far exceeds the growth seen during the advent of DVD in 1997. To support this growth in sales, publishers are expected to release into the market over 1500 titles before the end of 2009, this at present stands at 900 titles too date.

At MPO, we have been at the forefront of introducing new formats into the European market for over 50 years. We pride ourselves in understanding when best to make investment and keep track of the changing trends and have always made the necessary adjustments when required. Accordingly we announce that we have decided to increase our Blu-ray production capacity before September this year in order to support our clients' needs.

MPO is strong in DVD and has a good platform from which to increase its position. DVD already accounts for more than 60% of our sales in Europe.

So we have covered MPO being Bluer, we can announce our success in becoming greener with our recent accreditation of our M'Pack printing and packaging division in receiving the prestigious Imprim' Vert certification. MPO continues in its work towards a sustainable future.

Alban Pingot
CEO



Special video Folder



MPO: Your partner for of video in Europe

From the inception of laser disc to Blu-ray the MPO group has dedicated all its efforts to players in the world of video and cinema, attending major events such as the Cannes Festival, César Ceremony, PEVE...



MPO is the partner of major publishers and distributors in the European cinema market, working closely with our clients we are fully aware of their requirements and needs, which allows us to develop perfect solutions dedicated to the video market.

Throughout Europe, our teams provide close support to you

throughout the process of your video projects. We offer customised advice and follow up that is unique in Europe. In each country, in France, Spain, United Kingdom, Germany, Italy, Benelux and in Northern Europe, our professionals are there to listen to you and assist in creating solutions in support of your DVD and Blu-ray projects to completion.

As we all know, 2009 is an important year for everyone, with the emergence of Blu-ray. A high number of publishers are enhancing their films through this new medium.

MPO was there right from the beginning of high definition

and is now key player in the Blu-ray market and here to support your Blu-ray projects. Our research and development teams of experts are recognised throughout Europe and are available to help you with the technical aspects of your projects. We offer flexibility, professionalism and bring quality to all your Blu-ray projects.

Entre les murs (Cannes Festival Palme d'or), Séraphine (Best Film César in 2009) or Valse avec Bachir (Best Foreign Film César) are just a few of the outstanding cinema projects conducted by MPO with its partners in the first quarter of 2009. ■



Your video contact person in Europe are:

France - Stéphanie Gelot - s.gelot@mpo.fr

United Kingdom - Lee Patterson - lee@mpo.co.uk

Northern Europe and Benelux - Alexandre Partouche - a.partouche@mpo.fr

Germany - Marco Bauer - bauer@mpo.de

Spain - Jose Antonio Martinez - ja.martinez@mpo.es

Italy - Fernando Fuentes - f.fuentes@mpo.es

In Asia contact : info@mpoasia.com



MPO eMedia, a preferred partner of UniversCiné

universciné, formerly "Le Meilleur du Cinema", is one of the first VOD centres in France.

In 2001, Independent cinema producers and distributors conceptualised an open and federative model for video on demand film with the goal of offering quality authored films. Now, hundreds of symbolic Independent films are today available from universciné.com

Since October 2008, MPO eMedia are the preferred partner of universciné for outsourced services for VOD digitisation and encoding. MPO

eMedia handles content preparation prior to putting it on line: digitisation of the physical media, encoding, delivery. Its expertise as a digital lab also provides transcoding services with sub-titles.

MPO eMedia focuses on guaranteeing the highest quality digital work and meeting deadlines. In addition to its digitalisation lab expertise, MPO eMedia offers global and integrated solutions covering

the whole digital distribution value chain, including technical solutions for Video broadcasting (CDN, Caching, securing, DRM, FingerPrinting). The quality of MPO eMedia services is renowned by many players in the cinema, video, media and PC and IPTV VOD centre industries. MPO eMedia is the preferred partner of many internet and cell phone video contents publishers and for copyright holders and institutions such as INA and BNF. ■

MPO: all your posters on time in the cinemas

What is the relationship between Twilight (2.7 million viewers), les Chimpanzés de l'espace (1.2 million), Vilaine (1 million) or Harvey Milk (600 000 viewers)?

They were all distributed by SND (Groupe M6) and the posters and point of sale advertising management was entrusted to MPO.

A partner of SND's cinema logistics, MPO offers a simple solution for delivering all elements to over 800 cinema halls in France. MPO has implemented a

scheduling and management system, customised picking, to remove the burden of operational issues from the distributor as much as possible.

MPO's expertise in terms of market logistics and knowledge provides SND a control over the delivery of its posters and point of sale advertising, and helps achieve, to date, a service rate of 100%. To the distributor it is a guarantee that their operational issues are managed by a professional. ■





News update

The pack of the « Putain de 20 ans » evening, broadcast on Canal+ and released for the anniversary of the Guignols pro-

gramme, was entirely made by MPO. It is one of the top two best selling comedy DVD's on sale in the 1st quarter of 2009. ■

MPO designs the packaging for your films

The release of a film on DVD or Blu-ray always comes with a media and non media communication campaign. The graphics and packaging that you choose for your DVDs and Blu-rays strongly contribute to the successful launching of your products.

At MPO's we provide a facility fully dedicated to designing your film packaging, from the ultra light case to the customised collector pack, for your limited editions. We provide expertise in the whole of the process of manufacturing your packagings, from design to printing to disc packaging.

Our project management teams design your customised packaging based on your needs and requirements.

The group's printing company, based near our DVD and Blu-ray production facility, allow you to save time on your whole operation as well as a simplified and optimised supply chain.



PARTENAIRE TECHNIQUE

As a preferred partner to the cinema industry and a technical partner of the Académie des César for many years, MPO again this year made the superb presentation pack containing more than 80 films eligible for the 2009

César. MPO managed the design and manufacturing of the collector case, the DVD production and film collation and assembly of this special pack. Our project management team worked hand in hand with the Académie des César teams to design the best possible pack to accommodate 84 DVDs.

Through its first class packaging products, MPO is the reference in Europe for packaging designing and fulfilment for the video and cinema industry. ■

MPO in the current Manga events

Manga attracts many fans, who often look for original cases for their collection of goodies and figurines.

Therefore Manga publishers have high expectations in terms of product quality and related services. Collections have a continuous graphical line requiring a great mastery of the printing business, and frequently figurines, posters, or items bearing the image of Manga are sold with the DVD packaging. MPO's recognised expertise in reali-



sation and developing packaging is highly appreciated by Manga publishers. MPO is now a trusted partner of many publishers such as Citel, for whom the group handled the whole Naruto collection, AB

Production, for the Dragon Ball Z collector in 3 sequels, and Kaze for Death Note, Bleach, as well as Brave Story. ■



www.mpointernational.com
info@mpo.fr
info@mpo.co.uk
info@mpo.de
info@mpo.es
info@mpoasia.com

Replication

Packaging

Logistics

On-line Services