

## **RightsTrade Adds Major Hollywood Studio Lionsgate to Grow Global Footprint and Promotes Jaime Otero to Lead Expansion**

*Lionsgate Content to Feature Alternative Television Catalogue and Classic Titles from Hearst, Ignite and Tribune Libraries*



Studio City and Santa Monica, CA, July 18, 2018 - In a move towards expanding its worldwide footprint, RightsTrade, the leading online platform for content licensing, has signed an agreement with global content leader Lionsgate (NYSE: LGF.A, LGF.B) that enables buyers to access more than 1,300 hours of Lionsgate television programming, including the studio's television catalogue of unscripted series and classic titles from its Hearst, Ignite and Tribune libraries. Additionally, RightsTrade has promoted Jaime Otero to Managing Director to lead its expansion.

Lionsgate joins RightsTrade's roster of content providers which already includes Gaumont, Sonar Entertainment, and Indiacast. Over 10,000 hours of TV programming and 4,000 feature films are now accessible on RightsTrade to a growing community of 21,000 industry executives in 125 countries.

RightsTrade, a subscription-based service launched in 2015, enhances the content licensing marketplace by providing 24/7 access to tools that generate incremental sales. RightsTrade also helps buyers find and license content, generating over 60,000 new connections between content buyers and sellers within a secure and trusted environment.

"We're excited to join RightsTrade, a unique sales platform that allows us to maximize the value of our content catalogue," said Lionsgate EVP of Worldwide Distribution Gene George. "Their service connects our deep archive of alternative programming and titles from our Hearst, Ignite and Tribune libraries with thousands of potential distribution partners, and it enables them to discover Lionsgate content they might not have otherwise known was available."

"We are thrilled to welcome leading Hollywood studio Lionsgate to our community, and to provide them with resources that support their goal of increasing sales of unexploited rights year-round, creating efficiencies across the licensing process and facilitating the discovery of their content catalogue on our platform," said Otero.

Otero joined the company in 2014 and had previously been responsible for global sales and partnership growth as VP of Business Development. He believes RightsTrade is uniquely positioned to support an ever-changing industry by embracing a leadership role within the space and becoming an open resource to companies like Lionsgate.

As a first step of its ambitious expansion plan, RightsTrade will provide the industry with a more transparent perspective on content market trends. According to the company's estimates, 70% of film and TV content rights in the industry remain unsold and RightsTrade aims to help studios exploit these rights and identify opportunities that satisfy the underserved demand for content. With their Market Insights initiative, RightsTrade will leverage actionable analytics to provide insight into content preferences in various markets while continuing to expand its global community of content sellers and buyers.

### **About RightsTrade**

The RightsTrade online marketplace for film, TV and digital media rights licensing serves more than 21,000 industry executives from 5,000 companies in 125 territories. By connecting distributors with content owners through its SaaS platform, RightsTrade allows buyers to find and license content, and content owners to generate incremental sales. RightsTrade clients include leading content owners and sales companies such as Lionsgate, Miramax, Gaumont TV, Sonar Entertainment, 9 Story Entertainment, Sierra Affinity and Indiacast.

RightsTrade was awarded the "Best B2B Startup for the Online TV and Video Industry Award" by MIPTV, the leading television and video licensing market. For more information, visit [www.rightstrade.com](http://www.rightstrade.com).

### **About Lionsgate**

The first major new studio in decades, Lionsgate is a global content platform whose films, television series, digital products and linear and over-the-top platforms reach next generation audiences around the world. In addition to its filmed entertainment leadership, Lionsgate content drives a growing presence in interactive and location-based entertainment, gaming, virtual reality and other new entertainment technologies. Lionsgate's content initiatives are backed by a 16,000-title film and television library and delivered through a global licensing infrastructure. The Lionsgate brand is synonymous with original, daring and ground-breaking content created with special emphasis on the evolving patterns and diverse composition of the Company's worldwide consumer base.

### **About Jaime Otero**

Jaime Otero is a senior management executive and entrepreneur with 15 years of broad international experience developing, financing, producing and distributing content across all platforms and territories. Since early 2014, Mr. Otero has been instrumental in establishing RightsTrade as the industry's premier online marketplace for film and television rights licensing. Prior to RightsTrade, he founded and directed companies in entertainment and e-commerce and served as Chief of Staff in the Ministry of Culture of Spain, in charge of revitalizing the European and Latin America film and TV industry. Jaime was born in Toronto, speaks six languages and holds an MBA from IE Business School and UCLA Anderson.