



JUICE AWARDED NETFLIX PREFERRED VENDOR STATUS



JUICE IS THE ONLY CANADIAN PARTNER, AND ONE OF ONLY 12 COMPANIES GLOBALLY, TO RECEIVE THE AWARD.

Toronto, ON APRIL 09, 2013 – JUICE, one of North America’s leading multi-platform service providers, is pleased to announce that the company has been awarded preferred vendor status by Netflix.

iTunes and Google previously added Juice as a preferred vendor for the delivery high quality content on behalf of distributors worldwide.

Founded in 1997, Netflix is the world’s leading Internet television network. The company has more than 36 million members in 40 countries enjoying more than one billion hours of TV shows and movies per month.

As part of the NPV process Juice had to demonstrate excellence in the areas of file storage, video restoration, file transcoding/encoding, subtitling/closed captioning, quality control, file transportation, standards conversion/file manipulation, and scalable workflow management. Netflix developed the program to ensure that only the highest level candidates would be certified.

Juice has garnered a reputation as a superior encoding partner by working closely with Movie Studios, Television Networks, and Music Labels to deliver undamaged, high quality content at high volumes in often short and unpredictable timeframes. “We are very excited to be part of the Netflix Preferred Vendor Program,” commented Andrew Buck, CEO, Juice. “Netflix is digitizing massive amounts of content. The task of managing and optimizing their digital supply chain must be incredibly challenging. We’re proud to be recognized as a facility that can help them achieve their goals.”

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About JUICE

Juice offers digital supply chain solutions across all media. The company provides a platform through which feature film, television, music and broadcast media content is archived, edited and distributed. Juice has developed and continues to develop processes and workflows that substantially reduce the overall cost of creating and distributing media assets.



Juice has facilities in Canada (servicing North America), Italy and Denmark (servicing Europe), and Australia (servicing Pan Asia).

Service offerings at Juice are extensive and include: Digital Asset Management, Multiplatform Distribution, Post Production, Blu-ray and DVD Authoring, DCP file creation and more.

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