



## **FUSO® LAUNCHES DISNEY MOVIES ON DEMAND FOR THE HUNGARIAN MARKET**

BUDAPEST/ CANNES, 7 OCTOBER 2013 – Disney Media Distribution and FUSO Ecosystem Plc. (BSE ticker: FUSO) have announced the launch of a Disney-branded subscription based video-on-demand service in Hungary: Disney Movies on Demand. The service’s family friendly schedule is carefully selected by Disney to bring hours of enjoyment to Hungarian subscribers, as Disney’s much loved classic movies are available alongside live action titles on the streaming service. Disney Movies on Demand will launch on fuso® on 25th October 2013.

Content includes handpicked quality animation and live-action hits such as Disney●Pixar’s “Cars”, “Toy Story” and “Wall-E”, the “Pirates of the Caribbean” movies and the classic titles “Mary Poppins” and “Aladdin” with many more to come including “The Little Mermaid” movies. Titles will be constantly refreshed by Disney's schedule.

fuso®’s Disney Movies on Demand package will be the first branded subscription based SVOD service for Disney in Hungary and also the first in Eastern-Europe. It contains movies that subscribers won’t find in any other Hungarian SVOD offer.

Csaba Lazar, president of FUSO Ecosystem Plc. said “Disney is one of the world’s most renowned studios and I am confident fuso’s subscribers will be delighted about the content, which will be available on the fuso® premium service, launching this autumn. The Disney library is the world’s most famous and most watched quality family entertainment that parents absolutely trust , whether it is evergreen animations of the 1960’s, modern classics and even recent movie titles. We feel passionate about this relationship and with the launch of Disney Movies on Demand. We are very excited to be the first Eastern-European country to launch such a SVOD service!”

Rory Buckley, GM, Central and Eastern Europe, Disney Media Distribution, EMEA comments: "It’s great news that Hungarian families will have the chance to enjoy Disney’s most loved and highest grossing movies as part of fuso’s® service and library. We always aim to offer our consumers the option to enjoy our magical content when, where and how they want to.”

The fuso® platform is available on major Smart TV manufacturer's products including SONY, LG and SAMSUNG, and selected Android tablets and iOS devices. The number of the fuso®-supported devices continues to grow radically and the service will soon be available on Xbox One and Sony Ps4, giving Hungarian subscribers immediate access to the full range of movies and TV shows across a wide spectrum of devices.

The deal was mediated and negotiated by Eastwest Entertainment Pty Limited, the Australian movie and television distribution company and Profour Film, its Hungarian subsidiary for the CEE market. Andrew Sebestyen, CEO of Eastwest and Profour Film said: "We are very proud to be the exclusive content aggregator and programming specialist engaged by fuso® to work on the grand scale of negotiating for the best possible content available for the fuso® library."

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#### **About fuso®**

Fuso Ecosystem Nyrt is the youngest and most dynamic technology company ever listed on the Budapest Stock Exchange, Hungary. The company has emerged with a cutting edge technology that much advanced the era in 2010. They initiated, implemented and set the market parameters of Hybrid television viewing during the last quarter of 2010. Today fuso® is the only company of its kind that managed to sign long term agreements with the biggest and most well-known market leader television manufacturers through which they can be positioned to implement new methods and business models to keep them at forefront of the industry in the country and further in the region.

For more information please visit: <http://fuso.tv>

#### **About Disney Media Distribution EMEA**

The Walt Disney Company's EMEA Media Distribution team licenses the Company's entertainment content to TV and non-linear clients across the region. This includes Disney-branded channels, plus a portfolio of motion pictures from Walt Disney Pictures, Disney●Pixar and Marvel, Lucasfilm, network TV series from ABC Studios, TV movies and miniseries, Disney and Marvel-branded kids and family programming, ABC Daytime and ABC News programming as well as the Annual Academy Awards®.

Disney Media Distribution also licenses reality and scripted formats for local production; including local editions of "Desperate Housewives", "Grey's Anatomy", "According to Jim", "Private Practice" and "Revenge" in Turkey, "Ghost Whisperer" in Spain, "The Amazing Race" in Israel and Norway, "The Golden Girls" in Greece, Israel, Spain and Turkey.

The division is also responsible for music, publishing, mobile, games and interactive content made available to consumers via licensed third party commercial partners.