

PANTAFLIX AG: Successful launch of Weltbild online video library with PANTAFLIX technology

Munich, Juni 16, 2020. PANTAFLIX AG (GSIN: A12UPJ, ISIN: DE000A12UPJ7) is celebrating the successful launch of the Weltbild online video library together with its cooperation partner Weltbild.

Already at the end of February, PANTAFLIX reported on the successful cooperation of the two partners. The goal has been to expand the multi-channel bookselling company's offering with an exciting video-on-demand (VoD) streaming offer. The time has now come. Thanks to PANTAFLIX technology, millions of Weltbild customers can now access plentiful films online.

PANTAFLIX has succeeded in delivering its own market-proven streaming technology as a tailor-made solution to another business customer within a very short time. Even more: PANTAFLIX supports Weltbild in technical matters, platform operation, customer support and content licensing, acting as a full-service provider.

In doing this, PANTAFLIX is positioning itself as a strong technology and distribution partner in the B2B2C market and creating further opportunities for monetization on both sides of the screen.

Rainer Knebel, CTO of PANTAFLIX AG: "We keep thinking about streaming and do not consider it as a business exclusively for end customers. It is rather our intention to offer our innovative and flexible technology to business customers. This opens up many opportunities for us and our partners. Our cooperation with Weltbild constitutes impressive evidence of this."

Christian Sailer, CEO of Weltbild: "We are very excited about the successful launch, which is the result of the great cooperation with our partner PANTAFLIX. In this way, we are reaching another important milestone in our digitalization strategy."

About PANTAFLIX AG:

PANTAFLIX AG (GSIN: A12UPJ, ISIN: DE000A12UPJ7) is a media and technology company with a clear growth strategy. Through the efficient integration of all Group divisions, the company achieves a high degree of integration with regard to the production, distribution, exploitation and marketing of films and series as well as their rights. In addition to the classic film production business PANTALEON Films, the music label PantaSounds, the production unit PANTAFLIX Studios and the creative agency Creative Cosmos 15 the cloud-based video-on-demand platform (VoD) PANTAFLIX is also part of the Group. The VoD-platform focusses on providing users with a tailor-made premium content offering via all relevant access channels.

PANTAFLIX AG cooperates with renowned partners such as Amazon, Disney, Netflix, StudioCanal, Warner Bros. and others. The Group is represented in Berlin, Cologne and Munich.

Further information is available at www.pantaflixgroup.com and www.pantaflix.com.

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