

utd. by content partners with WB Cape Media

Newly launched utd. by content* have announced its further global expansion through a recent deal with WB Cape Media**, a company spearheading the secure distribution of digital media throughout Africa.



The two companies have already worked together on tent-pole films for Warner Bros. and other Hollywood majors across cinemas in South Africa. This deal paves the way for on-going high profile titles to be serviced and delivered directly in territory for many years to come.

Under the terms of the deal, utd. by content will leverage its relationships with major content owners and film distributors to offer local digital cinema distribution and related services for South Africa and the rest of the African continent.

WB Cape Media will deliver the service in territory and work with the local distributors and/or regional studio offices to prepare titles efficiently for its theatrical release. The company is the first of its kind in this market managing this type of workflow.

The deal helps to further streamline the distribution chain for cinemas in South Africa, and is in line with utd. by content's strategy of working with experienced, local "on the ground" partners to expand in key markets.

Alan Christensen, senior director of digital cinema at utd. by content says, "The partnership with WB Cape Media comes at a very exciting time. Our vision for utd. by content is already taking shape as we continue to forge strong relationships with local partners around the world. Africa is a territory we expect to grow exponentially over coming years, and we are delighted to be working with a company that shares our ethos, and is dedicated to delivering high-quality content to audiences via efficient digital distribution networks."

Ben Buitendag, director at WB Cape Media adds, "Forging a strategic partnership with utd. by content represents a significant step in our business development strategy. As a well- respected industry player with global reach, matchless expertise and a wealth of experience, utd. by content provides us with considerable competitive advantage and greatly enhances our service offering in Africa."

This news builds on utd. by content's ongoing strategy to extend its global footprint and follows recent partnerships with

Nevafilm in Russia and Acctcent in Singapore.

**utd. by content rebranded from KIT digital Content Solutions on 09 January 2013*

***WB Cape Media is not a subsidiary company of Warner Bros.*

For more, visit: <https://www.bizcommunity.com>