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25 October 2017

# Capital Markets Event

**Stuart Green**  
CEO

**Jim Bottoms**  
President MESA Europe

**Gareth Simpson**  
VP Software Development

**Gordon Doran**  
Commercial Director

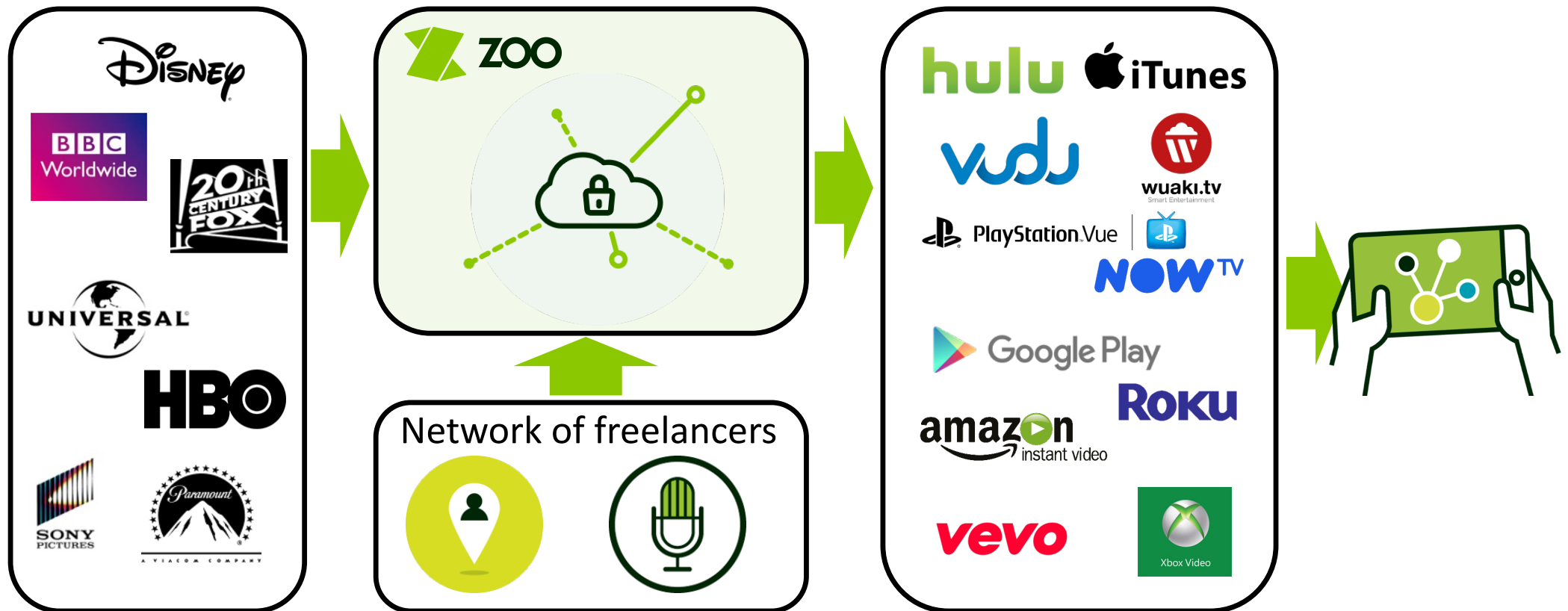


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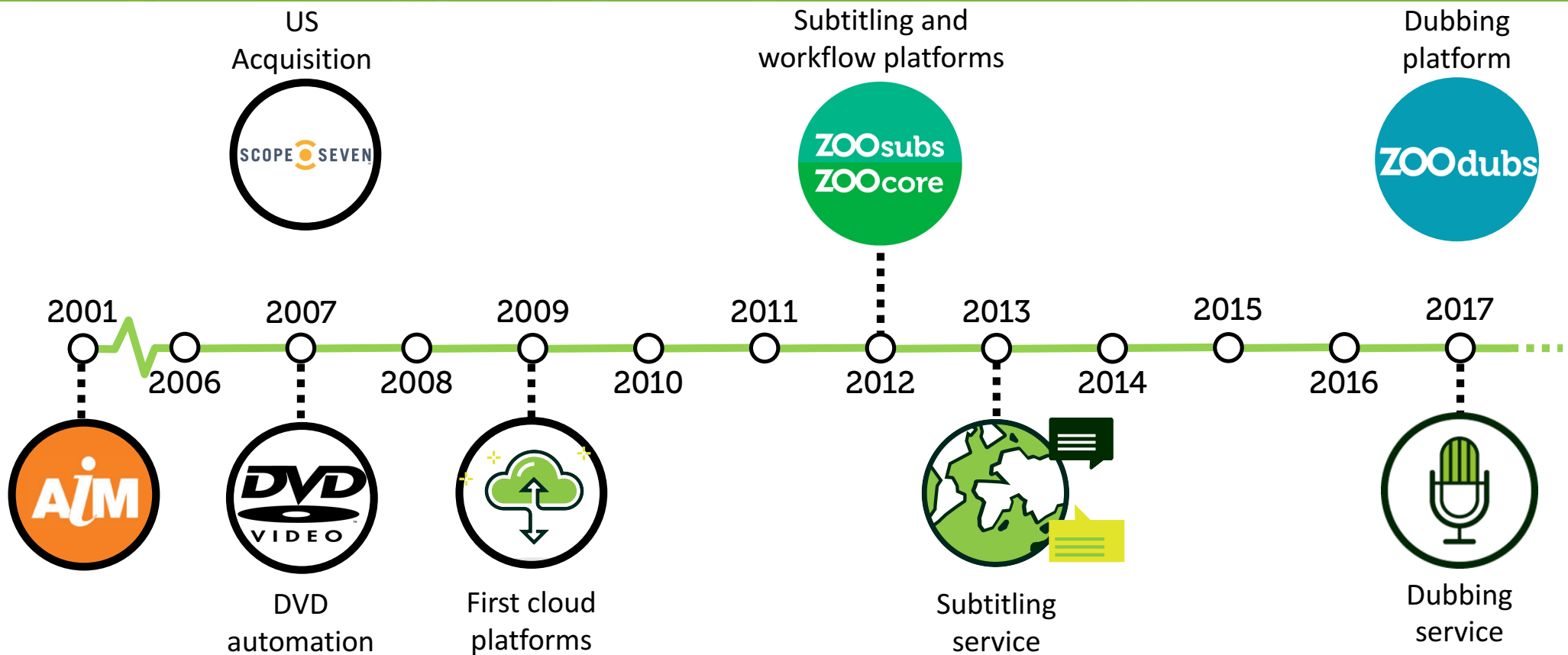
# Company Overview

Stuart Green  
CEO

# ZOO Business Environment



# ZOO History and Evolution





# Intellectual Property

**ZOO**subs **ZOO**dubs **ZOO**screen **ZOO**core  
**ZOO**hive **ZOO**vault **ZOO**studio **ZOO**scripts



30+ granted  
patents



ZOOdubs award  
NAB show

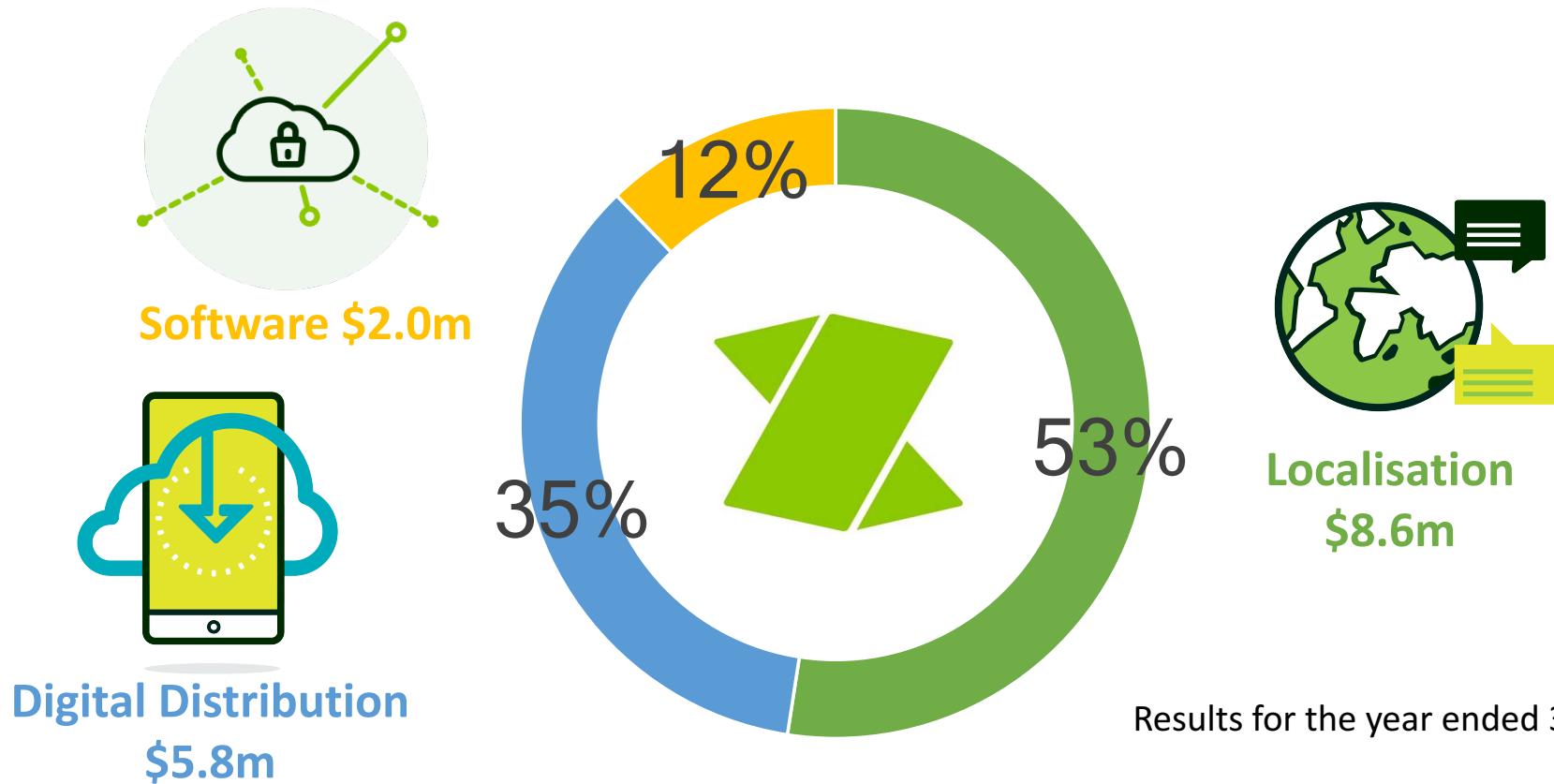


ZOOdubs award  
IBC show



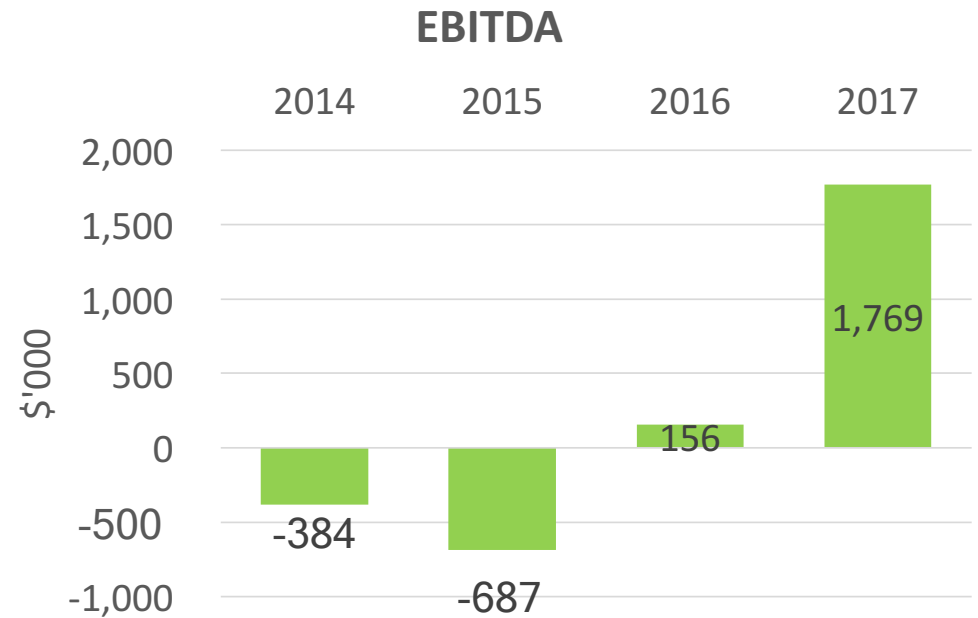
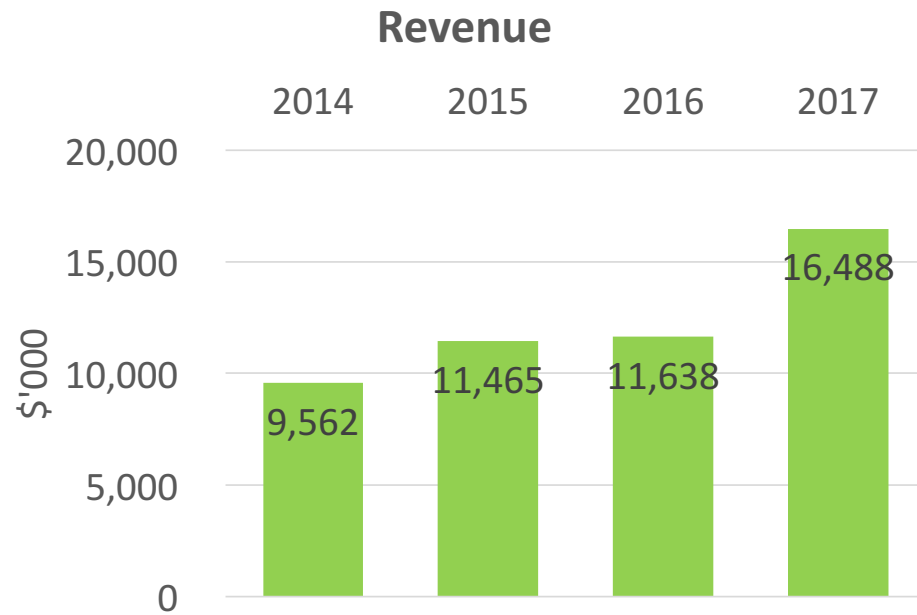
Top 10 innovator  
in entertainment

# Operating Segments



Results for the year ended 31 March 2017

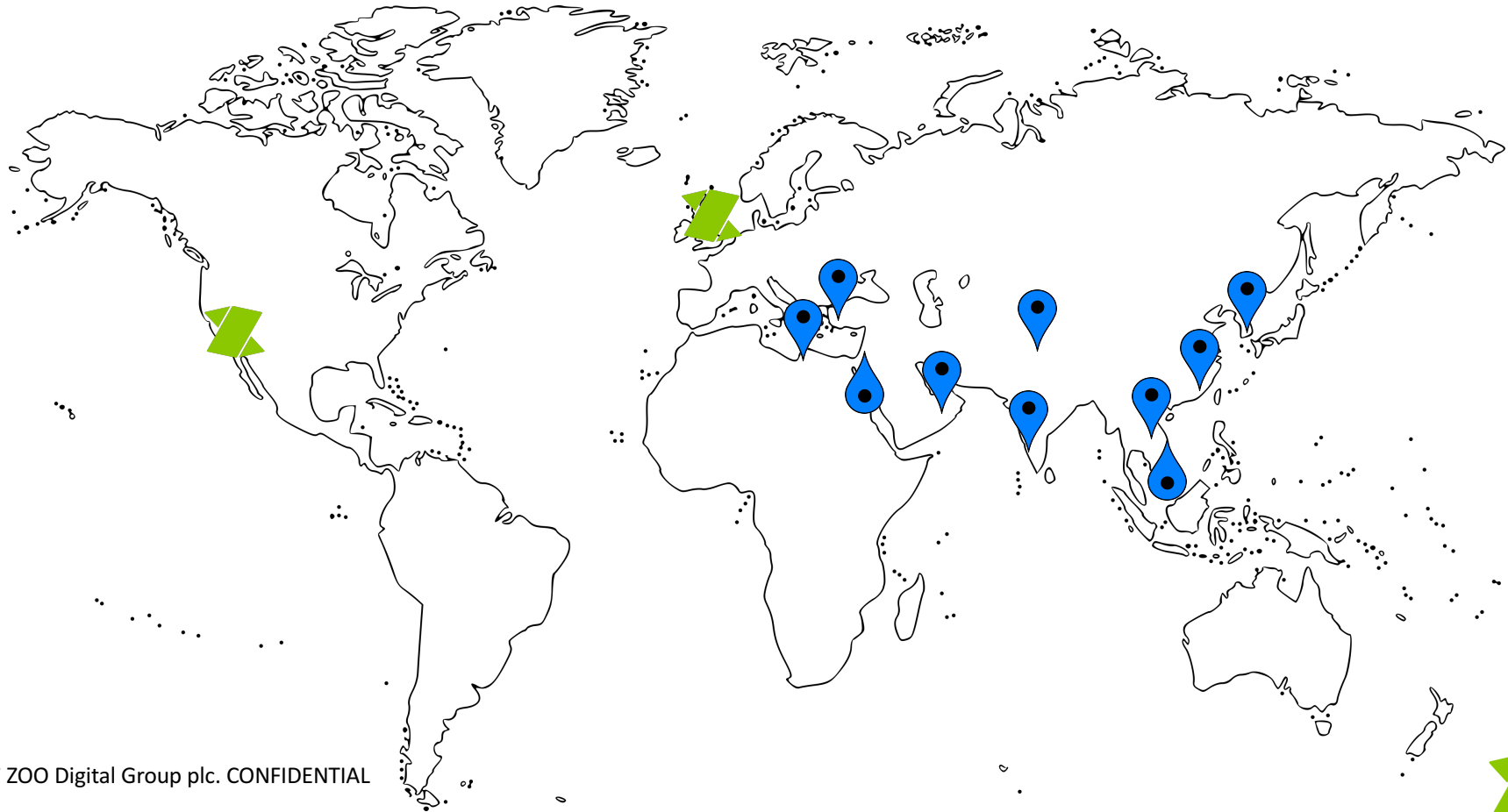
# Business Growth



# ZOO Locations



# ZOO Affiliated Partnerships



# Agenda

- **The Industry Perspective**  
by Jim Bottoms, MESA Europe
- **ZOO's Technology Platforms**  
by Gareth Simpson, VP Software Development
- **Operations and Commercial Development**  
by Gordon Doran, Commercial Director
- **Demonstration**
- **Closing Remarks and Final Q&A**  
by Roger Jeynes, Chairman



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# The Industry Perspective

**Jim Bottoms**

President, MESA Europe

# What Will We Be Covering Today?

- What is Localisation
- Market Size and Growth Expectation
- What is Driving the Business?
- Industry and Market Characteristics
- The Changing Role of Technology
- Future Outlook



## **What Makes Me So Smart on this Topic?**

- 35 + years working with the global content community and their workflow and technology partners
- 5 years running an international trade body dedicated to industry collaboration and to driving business efficiencies
- 2 years running the Content Localisation Council, based here in Europe and acknowledged to be a global leader in helping shape industry thinking in this sector

## What Makes Me So ~~Smart~~ Boring on this Topic?

- 35 + years working with the global content community and their workflow and technology partners
- 5 years running an international trade body dedicated to industry collaboration and to driving business efficiencies
- 2 years running the Content Localisation Council, based here in Europe and acknowledged to be a global leader in helping shape industry thinking in this sector

...but be warned, fascination and passion for Content Localisation can seriously damage your social life

# What is Localisation?

- Preparation and modification of TV and Movie content to make it suitable for international audiences
  - Local Language (dubbed or sub-titled)
  - Culturally and legally compliant
  - Catering for local tastes
- Even English language content can be Localised for other English speaking markets
  - Top Gear has been localised for the US and Australian markets

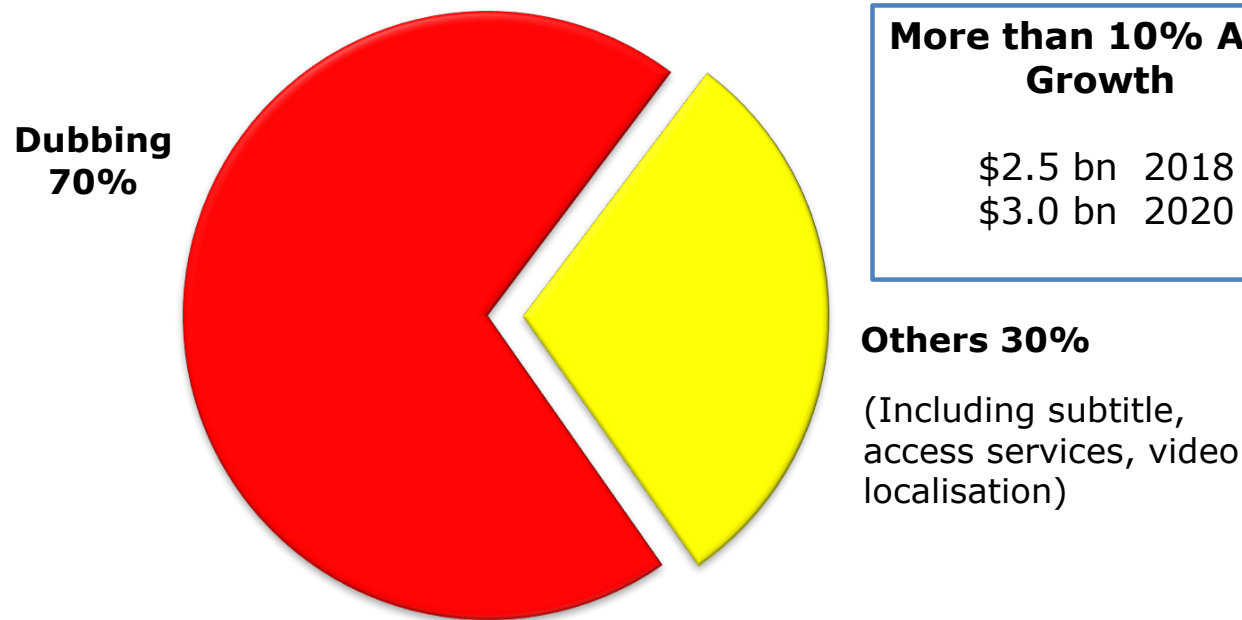
# Why Localisation?

- International audiences have moved on - they want more than just subtitles
- Distributors (and advertisers) will pay more for fully localised content

...for pretty obvious reasons

# EMEA Localisation Market is Growing Rapidly

**Total Turnover 2016: \$2 billion**



**More than 10% Annual Growth**

\$2.5 bn 2018  
\$3.0 bn 2020

**Others 30%**

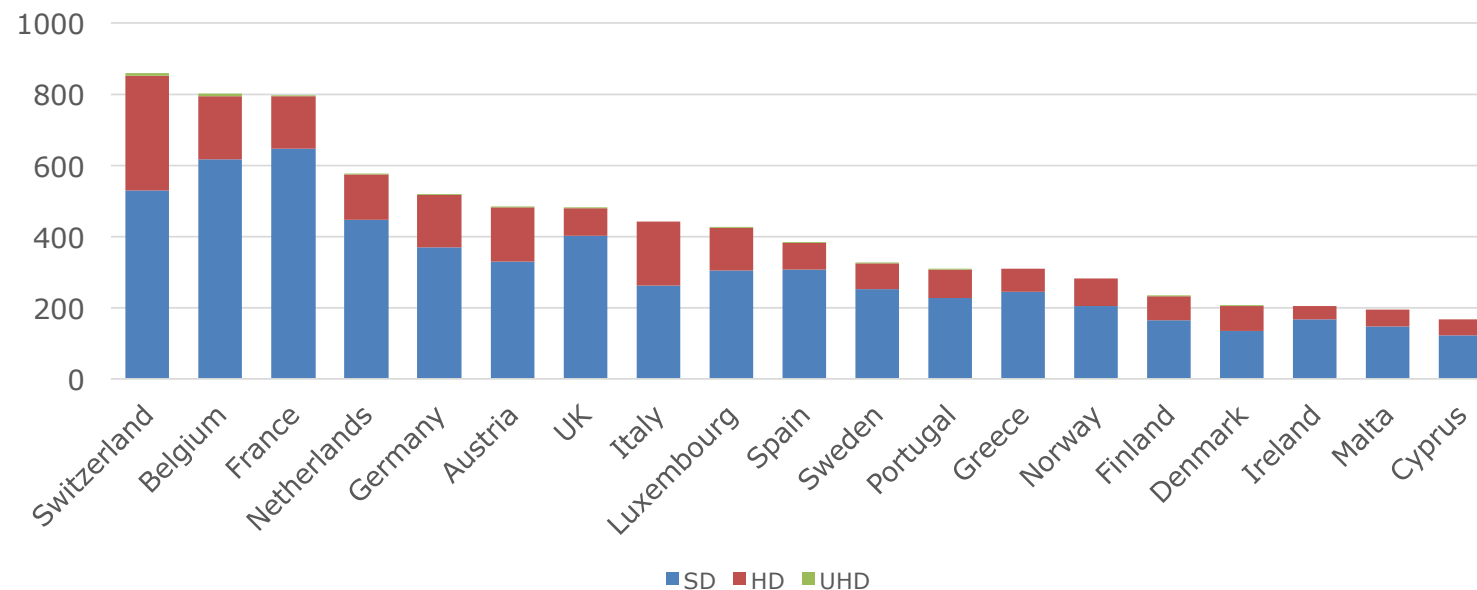
(Including subtitle, access services, video localisation)

**Describes Title Localisation only:**

- Excludes advertising and promotion
- Excludes metadata

# Explosion in Channels Is Driving The Growth for Localisation Demand?

Channel count by country 2016



Source: Ampere Analysis – [www.ampereanalysis.com](http://www.ampereanalysis.com)

# Scaling the Market

- Within Europe, France, Italy, Germany & Spain are most important European Content Localisation markets
  - presenting some capacity challenges
- Russia, East European region/Balkans increasing in share
- Nearly 2,000 channels now available in Middle East and Africa\*
  - Driven by both OTT and satellite
- Major growth region outside EMEA is SE Asia

*\*Source: Ampere Analysis – [www.ampereanalysis.com](http://www.ampereanalysis.com)*

# Who sits on the MESA Content Localisation Council?





# What Is The Content Community Looking For?

- Stable and consistent suppliers
- Capacity assurances
- Commitment to quality
- Help in educating their colleagues
- Flexibility
- Help in managing workflows, assets and projects
- A commitment to employing technology (notwithstanding the above)

# Where is Technology Being Employed?

- Machine Translation
  - Not practical in vast majority of cases
  - Maybe for short form documentaries or news style programmes – but even here problems apparent
  - Potential to use for subtitles with similar “sister” languages (Danish to Swedish)
- Memory Tools
  - Translation memory and glossary being used and/or evaluated
- Managing projects, assets and distribution
- Translation of supporting text and metadata

# Future Outlook?

- Growth in demand set to continue un-interrupted
  - More programmes, more channels, more devices, more countries
- Programme makers and distributors recognise the value of localised content
- Younger viewers are less forgiving and expect the full dramatic experience wherever they live
- Commitment to quality will if anything intensify
  - “We are the ones that people complain to when they have a poor quality experience” global content distributor
- Technology can help but will not replace.



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# ZOO Technology Platforms

**Gareth Simpson**  
VP Software Development

# ZOO is a software developer

- 15 years supplying the entertainment industry



**ZOOdubs**

**ZOOsubs**

**ZOO**  
«echo»



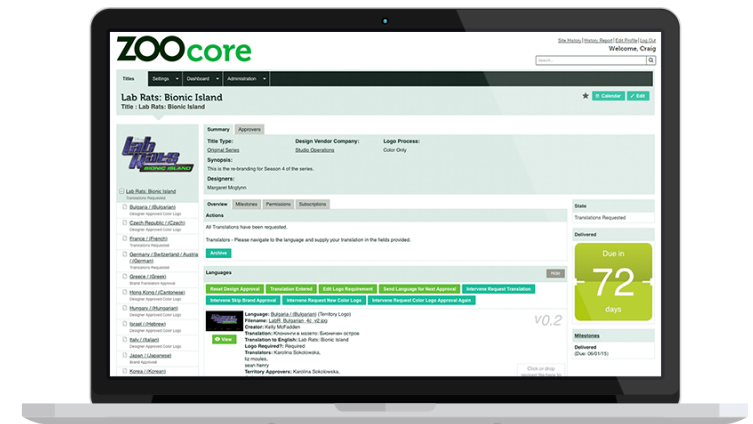
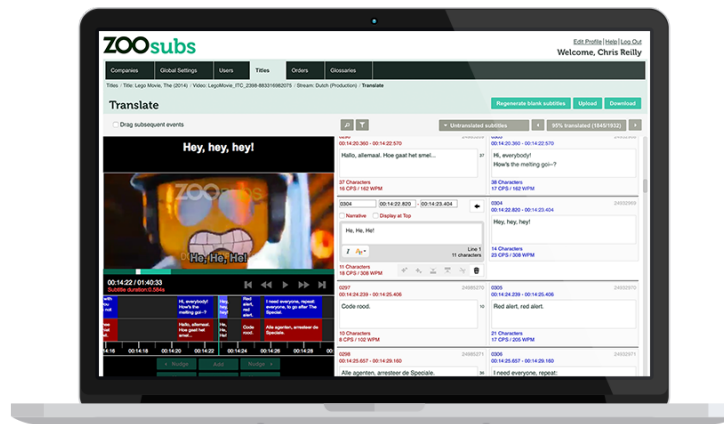
**ZOOscreen**

**ZOOcore**



# Why we create our own software

- Control
- Scale
- Change



# Services in the cloud

- Global reach
- Centralized for security
- Access to virtually limitless resources



# Building software for a changing environment

- ZOOcore to manage workflows
- Reconfigurable within the software itself
- Integrated with all our platforms

**ZOO**core



**ZOO**scripts

**ZOO**vault

**ZOO**hive

**ZOO**  
«echo»

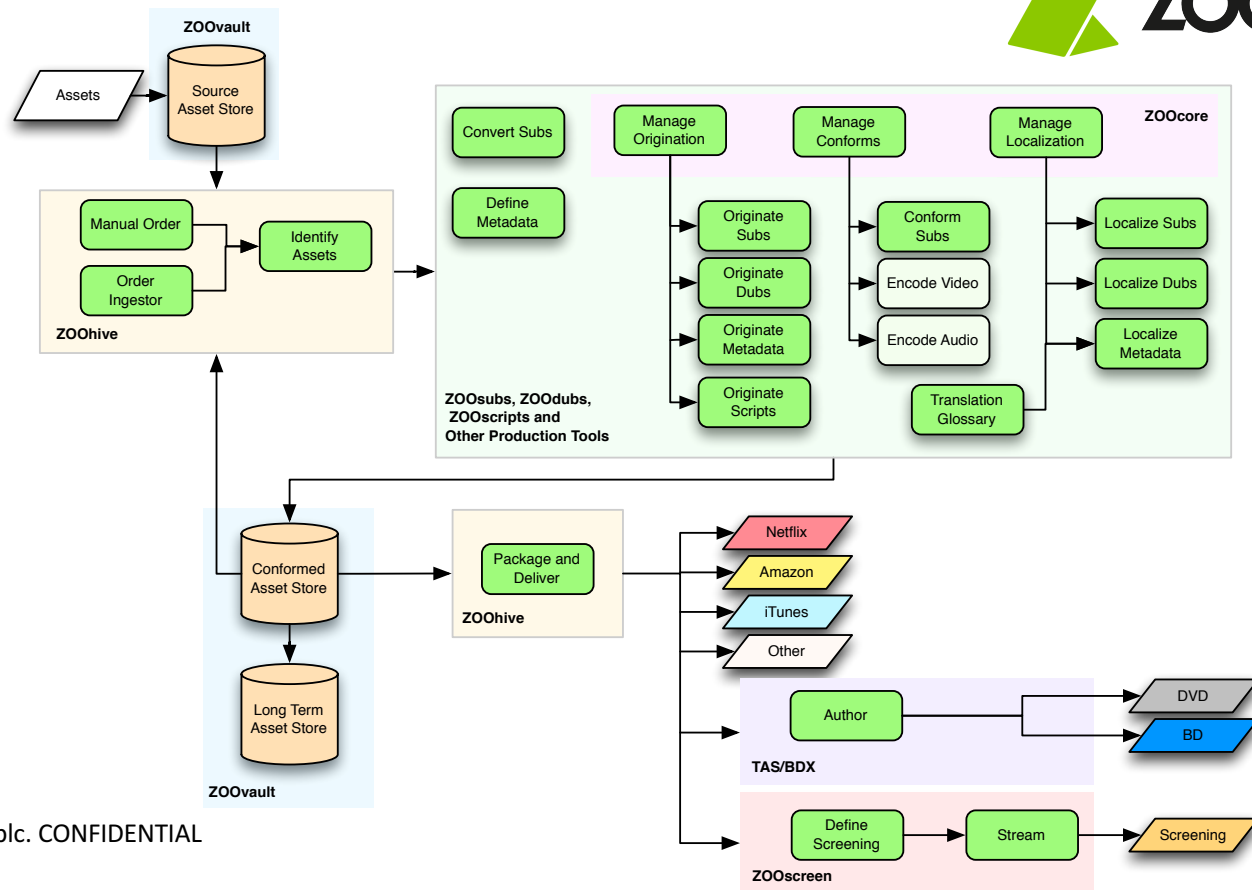
**ZOO**core

**ZOO**dubs

**ZOO**screen

**ZOO**subs

# Integrated ecosystem for localisation and digital packaging



# Developing in an Agile way

- Incremental improvements
- Able to react to change
- Quicker to deploy



# ZOOdubs

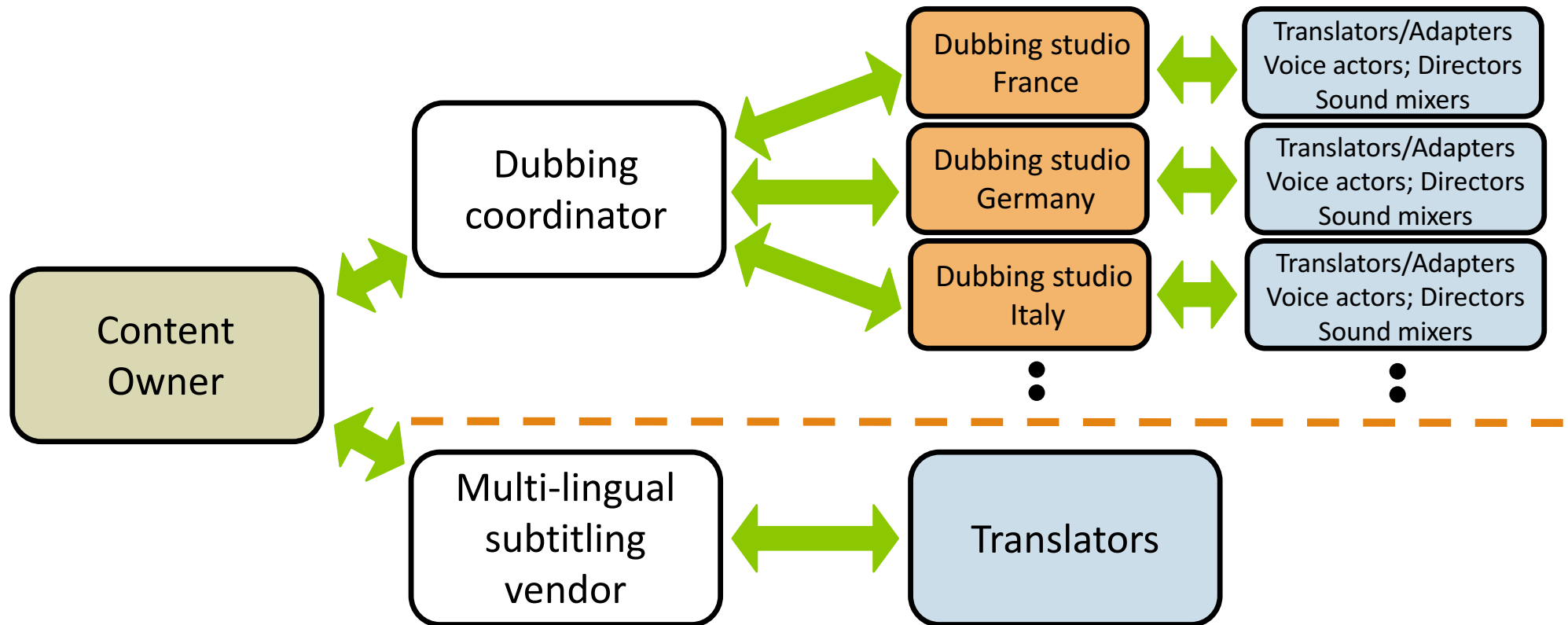


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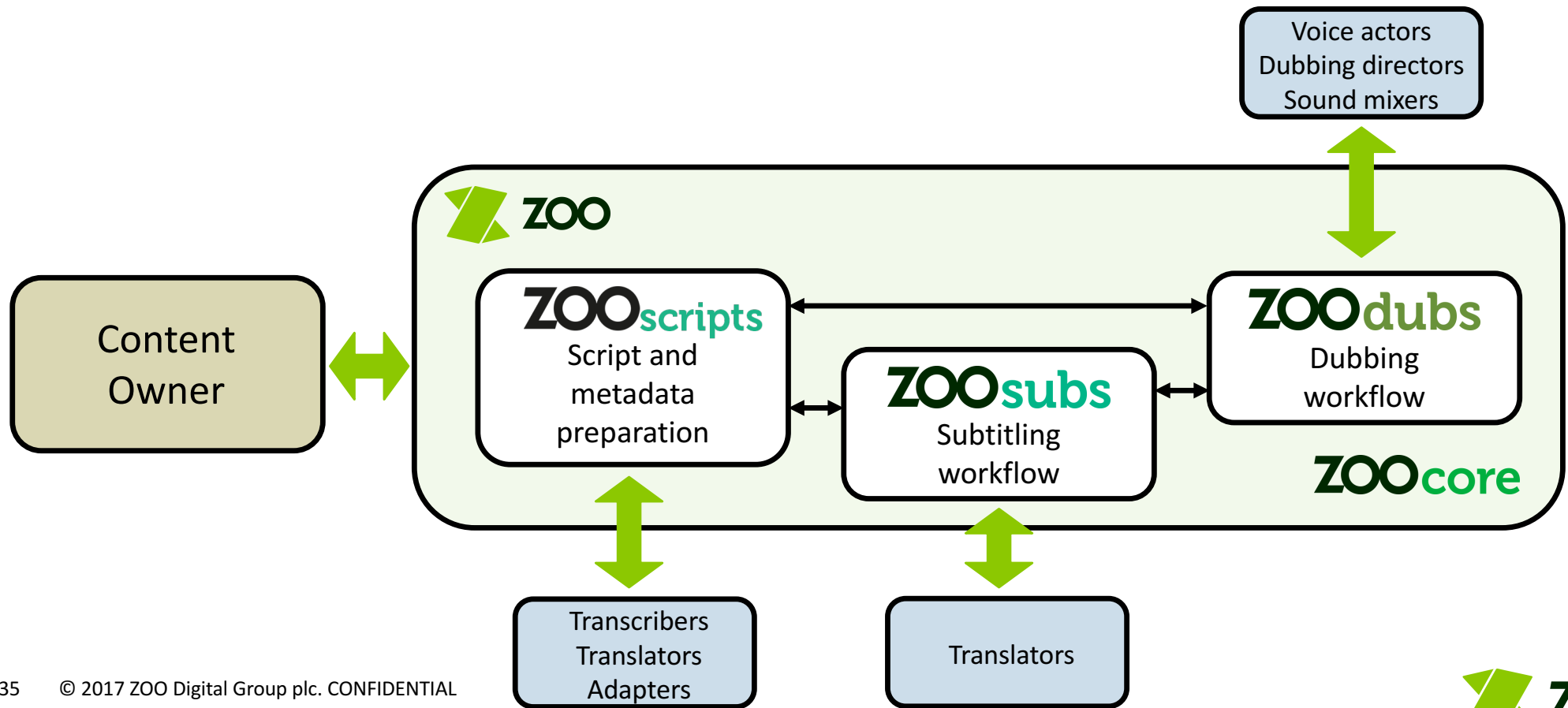
# Operations and Commercial Development

**Gordon Doran**  
Commercial Director

# Traditional localisation ecosystem



# ZOO localisation ecosystem





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# ZOOdubs Demo



# Operations: Growth factors

- Translator pool
- Voice actor pool
- Affiliate partner network
- Operational gearing



# Commercial development

- Content owners versus distributors
- New titles versus catalogue products
- Pipeline visibility
- Direct sales force
- Approved vendor status
- Competitors



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# Closing Remarks

**Roger Jeynes**  
Chairman



**zoo**

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