



Cloud Media Partners with Vidillion to Bring CIBN's complete library of Chinese language content to viewers outside of China

Penang, Malaysia; March 7, 2013 – Cloud Media (formerly Syabas Technology) announced a partnership agreement with Vidillion to store and deliver CIBN's Chinese language content in an ad supported OTT service to viewers outside of China. By storing and delivering the content from North America to Cloud Media's Popcorn Hour and FreeOTT set-top boxes over Vidillion's TotalStream CDN, viewers will enjoy a high quality viewing experience.

Telcos and ISPs will benefit from the turn-key Cloud Media/Vidillion solution that includes the complete CIBN content library, user-friendly Cloud Media set-top boxes, premium CDN services and ad revenues. Cloud Media's set-top boxes are full-featured devices that allow telcos and ISPs to offer IPTV and OTT content and to choose whether to sell or provide the set-top box at no charge. The accompanying Cloud Media Apps Market is designed to allow content providers to easily add their content and for viewers to access new channels.

About Cloud Media

Cloud Media and their award winning Popcorn Hour and FreeOTT brands set the bar for networked digital entertainment devices. Expanding into the rapidly growing market of on-line media streaming, they offer an affordable OTT solution with their apps market. The Cloud Media Apps Market has 100+ apps and is available on hundreds of thousands of devices worldwide. Cloud Media and their continually expanding network of content providers offer exceptional value for ISPs and operators looking for a low cost or subsidy based delivery platform. With offices in the U.S., China, Malaysia, Hong Kong, and Europe they understand and cater to a global audience. For more information, please visit www.CloudMedia.com.

About Vidillion

Vidillion has built the first connected TV monetization platform, VidTizer. VidTizer enables video content owners and video service providers (VSPs) to make money from content viewed on connected TVs. Vidillion's proprietary patent pending software allows precisely targeted ads based on device, profile, geography, language and context and verifies ad delivery. Vidtizer's three tier hierarchy of business rules maximizes the revenue from ad inventory and allows content distributors to limit ads to viewers based on profile such as religion, language, device, content or other parameters. Vidtizer includes the Vidillion Versatile Anonymous SysTem (VAST) proxy server that allows delivery of ads to non-VAST compliant devices. Vidtizer uniquely offers content owners the means to instantly monetize their video content on connected TVs. Vidillion also offers VSPs TotalStream streaming video-optimized CDN services for reliable, secure delivery and a state-of-the-art streaming experience at a lower cost. For more information, please visit www.vidlillion.com.

About CIBN

China International Broadcasting Network or CIBN was officially established in Beijing on January 18, 2011. This international new media broadcasting network features 61 languages and international characteristics. CIBN is a multilingual and multifunctional state-level broadcasting organization that caters to audiences from all over the world, thanks to the rapid development of the Internet and mobile communication technology. The network is based on CRI Online, the world's largest multilingual website, run by China Radio International. The network covers a variety of online audio and video programs, mobile broadcasting television, Internet protocol television, and China Multimedia Mobile Broadcasting. With the motto "Introduce China to the world, introduce the world to China, report everything in the world," the network will provide information on current events, politics, economy, culture, sports, tourism, society and Chinese learning to international audiences, thus serving as a platform linking China with the rest of the world.

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