

## CSG Content Direct Wins TMC Cable Spotlight Magazine's 2014 Product of the Year Award

*Industry-leading Content Monetization Platform Selected for Exceptional Innovation*

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [CSG International](#), (NASDAQ: CSGS), a global provider of interactive transaction-driven solutions and services, today announced that [CSG Content Direct®](#), the leading end-to-end content monetization and management platform in the world, has been chosen as a TMC *Cable Spotlight* 2014 Product of the Year Award winner.

Many of the world's largest entertainment companies, cable operators, studios, and retailers use CSG Content Direct as the direct-to-consumer platform of choice to offer individualized experiences for the browsing, discovery, payment, and consumption of premium digital content. Content Direct's rich functionality is delivered seamlessly across multiple devices—from TVs to laptops to mobile devices and more—to cater to individual user preferences and viewing tendencies.

"On behalf of both TMC and *Cable Spotlight* magazine, it is my pleasure to honor CSG Content Direct with a 2014 Product of the Year Award, said [Rich Tehrani](#), chief executive officer of TMC. "Content Direct has proven technologies deserving of this elite status and I look forward to continued innovation from CSG in 2014 and beyond."

Content Direct is the engine behind many of leading cable provider's digital pay-per-view and online video-on-demand initiatives. Clients and consumers alike benefit from next-generation technologies that support sophisticated customer, content, and commerce management offerings; extensible e-wallet capabilities; cloud-based digital lockers; custom analytics tools; on-device consumption experiences; and virtual storefront capabilities. Engagements with the leading providers, studios and retailers have established Content Direct as the most complete and effective solution for the ever-increasing number of UltraViolet™ users. As a result, the most successful UltraViolet™ experiences in the world are powered by Content Direct.

"Content Direct is literally changing the way cable providers, studios, and retailers provide direct-to-consumer digital content," said Kent Steffen, president of CSG Content Direct. "Serving the evolved consumer across many devices requires efficient and personalized delivery. The Content Direct solution provides not only unique user experiences that allow consumers to access their content from any connected device whenever they choose, but enables our customers to market, package and sell interesting and innovative content offerings to their customers."

Content Direct also offers providers a wide range of capabilities around the management of content, the customer lifecycle, digital rights, eCommerce, customer care, analytics and reporting. This kind of robust functionality powers a seamless and successful digital content business while simultaneously adapting to evolving markets and consumer needs. Content Direct also promotes social capabilities that facilitate consumer-to-consumer activity updates, product recommendations, and sharing points or gift cards to friends and family members—which in turn creates a viral sales channel for providers and increases brand visibility to end consumers.

For more information about the *Cable Spotlight* 2014 Product of the Year Awards, please visit:  
<http://www.tmcnet.com/submit/2014/06/05/7864185.htm>.

### About CSG Content Direct

CSG Content Direct empowers content creators, aggregators, and distributors to easily and effectively market, monetize, and manage content. Content Direct is offered as either a set of software services or as an integrated solution and allows content companies of all sizes to increase the value and return of every content transaction. The solution supports virtually all content types and commerce models, including marketing promotions, offer management, partner management, financial management, reporting, analytics, and syndication. Content Direct is a complete solution and is integrated with leading digital ecosystem providers. For more information, please visit [www.csgi.com/contentdirect](http://www.csgi.com/contentdirect).

### About CSG International

[CSG Systems International, Inc.](#) (NASDAQ:CSGS) is a market-leading business support solutions and services company serving the majority of the top 100 global communications service providers, including leaders in fixed, mobile, and next-generation networks such as AT&T, Comcast, DISH, Orange, Reliance, SingTel Optus, Telecom New Zealand, Telefonica, Time Warner Cable, T-Mobile, Verizon, Vivo, and Vodafone. With more than 30 years of experience and expertise in voice, video,

data, and content services, CSG International offers a broad portfolio of licensed and Software-as-a-Service (SaaS)-based products and solutions that help clients compete more effectively, improve business operations and deliver a more impactful customer experience across a variety of touch points. For more information, visit our website at [www.csgi.com](http://www.csgi.com).

## **About TMC**

TMC is a global, integrated media company that supports clients' goals by building communities in print, online, and face to face. TMC publishes multiple magazines and produces a variety of trade events. For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com). Please visit <http://customer.tmcnet.com> for more information.

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