



For immediate release:

## **Stingray Signs with NCTC for Galaxie Music Service**

### ***Established music service a new alternative for NCTC members***

(July 25<sup>th</sup>, 2011 – San Francisco, CA) Stingray Digital, a Montreal-based provider of music services to multi-channel operators, announced today at The Independent Show that they have reached an agreement with the National Cable Television Cooperative (NCTC) for the distribution of the Galaxie continuous music service for their members.

"The Galaxie music service is already distributed and enjoyed by customers of more than 60 TV operators across the US," said Eric Boyko, President and CEO of Stingray Digital. "We are thrilled to have reached an agreement with the NCTC so that their members can now consider the Galaxie service as a superior and cost-effective alternative to their existing digital music service," he added.

"We work hard on behalf of our members to source the best and most advanced content and services", said Frank Hughes, Senior Vice President of Programming for NCTC. "We are certain our members will find that the Galaxie service is a full-featured music service that meets the needs of their customers now and for years to come," he concluded.

In addition to the 50 channel Galaxie service on TV, Galaxie supports operators' TV everywhere initiatives with a broadband player and tablet support for authenticated subscribers. By offering professionally programmed, commercial-free music on all platforms, Galaxie provides the end user with a compelling and relevant music service.

Launched over 13 years ago, Galaxie serves close to 10 million households in North America, South America and the Caribbean on digital cable, satellite and IPTV television packages, and another 10 million in Europe under a different brand name. The Galaxie service includes:

- 50 commercial-free channels programmed by music industry professionals covering all popular music genres including Pop, Rock, Country, Jazz, Classical and more.
- Attractive, on-screen presentation with thematic images and song information.

NCTC Members may also access Stingray's Concert TV VOD service, which offers SD and HD full length concert and live music content. Concert TV is already distributed in more than 30 million homes and includes a robust free on demand offering and a wide selection of transactional titles.

Galaxie and Concert TV are delivered by Avail-TVN to cable and IPTV operators in the US.

### ***About Stingray Digital Group***

Stingray Digital is a leader in interactive music distribution. Their properties include The KARAOKE Channel, the world's largest licensed karaoke library and karaoke service on TV and



Internet, Galaxie, the leading digital music service on TV in Canada, Music Choice Europe, a digital music service on TV in 14 countries in Europe and Africa, Stingray360, a leader in commercial music and video solutions and its music licensing unit, Stingray Music. Stingray Digital is financially backed by Telesystem and Novacap. Headquartered in Montreal, Stingray Digital has more than 135 employees and additional offices in Charlotte, London and Budapest. For more information, visit [stingraydigital.com](http://stingraydigital.com).

#### About NCTC

**The National Cable Television Cooperative, Inc. (NCTC)** is a Kansas not-for-profit corporation that operates as a programming and hardware purchasing organization for its member companies who own and operate cable systems throughout the U.S. and its territories. **NCTC** seeks to maximize current and future opportunities to ensure the profitability, competitive stature and long term sustainability of its member companies.

-30-

For media inquiries, please contact:

Gary Pelletier  
Stingray Digital  
[gpelletier@stingraydigital.com](mailto:gpelletier@stingraydigital.com)  
514-664-1244