



PPL VIDEO STORE LAUNCHES NEW ONLINE SERVICE

Unique business-to-business download service offering broadcast quality music videos

London – February 11th 2010. PPL Video Store has today announced the launch of its new online music video service which will allow users to download videos and have them delivered digitally in a matter of minutes in broadcast quality. This one-stop-online-shop, believed to be the first of its kind for broadcasters and production companies makes ordering music videos quicker and easier than ever.

The PPL Video Store provides access to a growing catalogue of music videos from the 60's right up to the current charts, including artists such as Beyonce, Michael Jackson, Lady Gaga, and Pet Shop Boys, amongst thousands. It is designed to be an all encompassing service to facilitate broadcast programme-makers whether they require a specific video or whether they wish to search the extensive video library and preview titles online. Broadcast quality videos can be delivered in minutes enabling tight production deadlines to be met.

“The great thing about PPL Video Store is the ease of service for customers,” said Tony Clark, Director of Licensing at PPL. “The store provides a one-stop-shop where users can browse, preview and download music videos for use in television broadcasting. It brings the distribution of music videos into the 21st century. Our broadcast licensees have confirmed to us there is a need for such a service and we hope to see growing use of music videos as a result.”

Files are available in standard formats MPEG-2 50i and 15 mbps and the back end service is supplied by media provider, Akamedia. Based in France, Akamedia is a premium provider of news content to the broadcast industry.

Registering for this new service is free and can be done online at pplvideostore.com

The music videos will also be supplied to licensed public performance and dubbing services who provide video jukebox/music systems to venues (pubs, bars, clubs, gyms etc.).

Following an extensive three year project, this business-to-business service is designed for ease of use by the broadcasting industry, production companies and on demand-content services. The site has been deliberately designed to be extremely simple to navigate in order to allow users to click and:

- **Search:** the catalogue by artist, label, genre or theme
- **View:** videos online in their entirety before ordering
- **Download:** broadcast quality files within minutes

“PPL Video Store is a very convenient one-stop shop for researching, viewing and downloading pop promos. It eliminates the frustration of waiting on returned calls and couriers, and allows access to broadcast-quality footage in moments.” **Matthew Hawes - Archive Producer Spun Gold – Production Company**

“The ability to search PPL content online and arrange for swift digital delivery will greatly benefit the programming team to put together content offerings.”
Paul Clifford - Head of Music On Demand Group

PPL, the music licensing company (and its sister company, VPL) has provided a simple one-stop-shop licensing service for the use of recorded music and music videos by broadcasters for many years. PPL Video Store is a division of PPL.

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