



Rightster Group PLC

Q1 Business Update

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Rightster Group plc

("Rightster", the "Group", or the "Company")

Q1 Business Update

Growth in video views continues to accelerate in Q1 2014

Rightster Group plc (LSE AIM: RSTR), the cloud-based global video distribution and monetisation network that enables content owners to upload content once and commercialise everywhere, today releases an update on its average monthly video views and business developments, following the first three months of the year.

Rightster continues to show strong growth in its video traffic, with average monthly video views for Q1 2014 estimated at 355 million per month, a 28% increase on Q4 2013 (where the average monthly video views were 278 million) and a 147% increase on Q1 2013 (where the average monthly video views were 144 million). This continued acceleration of growth comes from new and existing clients and includes the Company's YouTube Multi Channel Network ("MCN") channel management services, distribution to content producers' own sites in the Rightster Player and distribution to Rightster's network of over 6,500 publishers and platforms.

The Company is also pleased to announce that as a result of the acquisition of Sports Syndicator in August 2013, Rightster's network now ranks No.1 in Comscore's UK sports advertising category for unique users in March 2014, with the network reaching 8.3 million unique UK users, over 50% ahead of the second ranked network.

In March, Rightster also finalised a deal with the India Today Group Digital

("India Today Group") to exclusively monetise the views on India Today Group's sites, syndicate its content across Rightster's publisher network and become its content sourcing partner. India Today Group's content includes premium magazines, leading news channels and Indian editions of international premium publications, such as Cosmopolitan, Harper's Bazaar, Good Housekeeping, Travel Plus and Men's Health. This deal further expands Rightster's geographic footprint and audience network, and is a significant win in the growing Indian market.

Charlie Muirhead, Chief Executive of Rightster commented:

"In our first update on 2014 performance, I'm delighted to see further acceleration of growth in our organic business. We continue to look at acquisition opportunities to even further accelerate this growth. As previously announced, our 2nd generation software platform is also on track to roll out this year, which will bring many additional benefits to our clients, generate further efficiencies to Rightster's operations and deliver new revenue streams."

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About Rightster Group plc

Founded in May 2011 by CEO Charles Muirhead, Rightster is a global business to business video network for 360° distribution, content-sourcing, audience engagement and monetisation. Rightster's software and services make it simple for sports, fashion, news, entertainment and viral rights holders to enhance the value of their video whether on a licenced, ad-funded, direct to consumer or paid placement basis.

Rightster's network currently stands at over 750 content owners and over 6,500 publishers. The Group employs approximately 183 staff in 10 offices across 10 countries.

This information is provided by RNS
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