

Screen Digest, Leader in Media Research, Agrees to be Acquired by iSuppli

El Segundo, Calif., June 10, 2010—Expanding its industry-leading analysis of the electronics value chain into the fast-growing media market, iSuppli Corp. today announced that it has entered into an agreement in principle with Screen Digest which is expected to lead to the acquisition of the company, the world's preeminent provider of market research covering film, TV, broadband media, mobile media, cinema, home entertainment, TV technology, and video games.

While the financial terms of the acquisition are not public, Screen Digest and its wholly owned subsidiary Adams Media Research (AMR) would become part of iSuppli; the acquisition is expected to be completed before the end of 2010.

"The addition of Screen Digest's vast range of Intelligence services would enable iSuppli to offer its clients the most complete understanding of the Technology, Media and Telecommunications (TMT) value chain in the market research business today," said Derek Lidow, President and Chief Executive Officer of iSuppli. "From raw materials, to electronic component and pricing, to end-markets trends and demand, iSuppli covers the entire electronics value chain. With this acquisition, iSuppli plans to marry its in-depth technology research to Screen Digest's detailed analysis of media content, distribution and enabling platform trends for traditional and new media. Screen Digest's strong London base would enhance the iSuppli analyst and sales presence in Europe and serve as a launching pad for the combined companies' services. The highly-developed iSuppli sales and marketing organization on other parts of the globe, particularly in North America and in Asia, will be exercised to support the acquisition. Due to the exceptionally good fit between the two firms, no redundancies are expected on either side as a result of the acquisition which we believe will greatly enhance career opportunities for all involved."

Screen Digest has been tracking global media markets for almost 40 years. Headquartered in London, the company employs a team of over 45 expert analysts, led by Ben Keen, Chief Analyst and Executive Director. The value of the Screen Digest corporate brand is widely recognized globally by major media concerns and as such will remain in place for the foreseeable future as will all current Screen Digest business practices.

The planned acquisition would include AMR, which is the U.S. media industry's key source of market data and financial analysis on the film, television, video game and digital media markets. Founded by industry-renowned analyst Tom Adams in 1993, AMR was acquired by Screen Digest in 2007.

"We at Screen Digest are looking forward to the prospect of joining the iSuppli team by combining our decades of media research with their extensive and detailed electronic value chain expertise," said Allan Hardy, Managing Director of Screen Digest. "With developments in the media industry increasingly tied to the proliferation of new technology platforms and services, iSuppli and Screen Digest will be uniquely positioned to help clients throughout the TMT supply chain understand and capitalize on the forces reshaping the global entertainment and electronics businesses."

Together, iSuppli and Screen Digest can serve the needs of a wide variety of clients.

"iSuppli's global client base consists of the world's leading technology suppliers, spanning the entire electronics supply chain, from electronic component manufacturers, to hardware OEMs, to cable and wireless operators, to automotive infotainment providers," said Lloyd Kaplan, Chief Operating Officer at iSuppli. "The clients of Screen Digest represent the key players in the global media industry, including Hollywood studios, broadcasters, telecommunications operators, leading game publishers and Fortune 500 entertainment companies. Together, iSuppli and Screen Digest can serve the needs of all the key players influencing the global technology and media businesses."

The extensive experience and professionalism of Screen Digest's analysts also will complement iSuppli's staff of world-renowned experts.

"Screen Digest analysts together have more than 300 years of experience in tracking and forecasting media markets," said Ben Keen, Chief Analyst and Executive Director of Screen Digest. "We are excited to leverage our talented team to jointly develop services with iSuppli that will yield new in-depth insights into TMT trends. Together, Screen Digest and iSuppli will provide an unmatched foundation of data and research that will enable us to spot key trends and critical inflection points for our clients."

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About iSuppli Corporation

iSuppli Corporation is the global leader in technology value chain research and advisory services. Services afforded by iSuppli range from electronic component research to device-specific application market forecasts, from teardown analysis to consumer electronics and from display device and systems research to automotive telematics, navigation and safety systems research. More information is available at www.isuppli.com and by following us at twitter.com/iSuppli

About Screen Digest

Screen Digest is the preeminent firm of industry analysts covering global media markets. Headquartered in London, with offices in Australia, Monterey and Los Angeles, Screen Digest employs a team of over 45 specialist analysts covering film, TV, broadband media, mobile media, cinema, home entertainment, media technology and video games. Screen Digest online services and reports provide the information and analysis upon which hundreds of media companies worldwide base their business decisions. More information is available at www.screendigest.com.