



**MADMAN**  
ENTERTAINMENT

31 May 2012

## **ASX Announcement**

### **Madman Secures iTunes® Content Aggregation Status**

Today, Madman Entertainment is proud to announce that the business has become an official content aggregator for the iTunes® platform.

As official aggregators, Madman Digital ([madmandigital.com.au](http://madmandigital.com.au)) will now offer management and distribution services to third party producers and entities seeking to place their content on iTunes®.

Madman Digital will provide a wide range of services, including high-quality video formatting and encoding for Electronic Sell Through (EST) and Video on Demand (VOD), quality control and digital content delivery to Australia, New Zealand, United States, Canada, Europe and Japan.

*"The digital landscape has become an increasingly important area of focus for our business," said Paul Wiegard, Managing Director, Madman Entertainment. "This is an achievement that not only recognises the hard work and talent of our digital division, but also places us in a strong position for the future."*

As the first official aggregator with a commercial distribution business, a key difference to Madman's service lies in its marketing and sales experience across the Australian and New Zealand home entertainment markets. This will offer a significant edge for content producers wishing to make a bigger splash in these areas.

From small independents to large commercial entities – the service will also free producers from the logistical burden of navigating the digital distribution landscape, leaving them to do what they do best and create great content.

For more information, visit [madmandigital.com.au](http://madmandigital.com.au).

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#### **About Funtastic**

Funtastic is a publicly listed Australian company. With our head office in Melbourne and offices in Hong Kong and China, we supply retailers and customers across the country, and the world, with an array of leading products for kids of all ages.

For more information on Funtastic visit the web site at [www.funtastic.com.au](http://www.funtastic.com.au) and for comment contact Stewart Downs (CEO) on 03 8531 0002 or Paul Wiegard (Managing Director, Madman) on 03 9261 9101.