



Blink Digital Encodes MTV Series for iTunes

New York (October 16, 2006)—MTV Networks recently turned to Blink Digital for assistance in preparing some of its most popular television series for download and purchase on iTunes. Blink provided encoding, graphics design and other services for a huge package of programming, including full seasons of *Laguna Beach*, *Punk'd*, *Jackass*, *The Gauntlet* and other series that originally aired on MTV, MTV-2, VH-1 and Logo.



Laguna Beach

Consumers can purchase individual episodes of the series on iTunes for as little as \$1.99. Complete seasons are priced as low as \$12.99. Blink Digital encoded each show as 15mbps MPEG-2 files with uncompressed audio. Apple performed the final transcode into protected MPEG-4 files.

Blink's design team also created graphic icons that identify the series on the iTunes Music Store.

The package comprised a dozen series and more than 250 individual episodes. "MTV Networks needed a supplier who could handle the high volume, meet their deadlines and adhered to their strict, uncompromising standards for quality," said Blink Digital managing director Michael Ory. "Encoding for digital downloading is a natural extension of the work we do in DVDs. The technical requirements are very similar and the work fits neatly into our existing pipeline."

Ory added that Blink Digital has a long established relationship with MTV Networks. He noted that Blink has provided authoring and design services for many MTV DVD releases, including DVDs for some of the same shows included in the iTunes package. Recent projects include full seasons of *Laguna Beach*, *Viva La Bam*, *Punk'd* and *Jackass*. Blink also contributed to domestic and international versions of *The Hills*, *8th & Ocean*, *Newlyweds* and *Wildboyz*.

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