

Banijay Entertainment Teams Up with base and AWS to Drive Innovation in Creative Industry

*-Cutting-edge solution will accelerate group's digital transformation &
spearhead new era of creativity-*

Paris, 23 January 2025: Content powerhouse **Banijay Entertainment** today announces a strategic alliance with **base** and selects **Amazon Web Services (AWS)** as its preferred cloud provider, setting a new benchmark for digital transformation in the creative industries. Combining the offerings of both parties to create a next-generation, cloud-first content ecosystem, the move is set to supercharge the European studio's collaborative creativity, operational efficiency, and monetisation efforts. In doing so, the group will amplify its competitive pioneering edge on the world stage.

Leaning on **base's** AWS-certified expertise and product offering, and **AWS's** services, the collaboration will for the first time deliver a unified platform for **Banijay Entertainment's** sprawling, decentralised footprint. Powered by advanced cloud and AI technologies, the project follows three simple steps – cloud migration, content hub creation and media workflow transformation – geared towards fostering creativity, transparency, security and protection for the organisation's collective of first-class talent and IP.

Building on a long-standing relationship between **Banijay Entertainment's** distribution arm and **AWS**, work is now underway to migrate its 200,000+ hours of content to the cloud, with the project's architect, **base**, applying its expertise to designing, building and implementing a pioneering content hub. Once complete, the group's entire catalogue will be indexed, instantly searchable, and secure, for its entire workforce worldwide, boosting efficiencies in existing activities, enabling greater cross-territory collaboration and creation, and opening up untapped revenue streams. Once the all-new content hub is in-play, the plan is for **base** to support **Banijay Entertainment** in continuing to evolve its suite of AI plug-in tools via

partnerships and licenses, to drive a cutting-edge, multi-use service for its talent across the globe.

Cédric Brignon, Chief Financial & Transformation Officer, Banijay Entertainment comments:

“An entrepreneurial, pioneering spirit has always resided at the heart of **Banijay**. In strategically investing in this project with **base** and **AWS**, we illustrate our continued commitment to early adoption. Marking the next step in our ambitious digital transformation journey, we are uniting our labels with one cutting-edge content solution to spearhead creative collaboration globally. In building this unique and protected offering, with the best providers in the market, we swiftly enhance our production and distribution prowess, bolstering our competitive market advantage and position as a world-leading content powerhouse.”

Ben Foakes, Founder & Chief Executive Officer, base comments: “This is a perfect project for **base**, leveraging our decade of deep expertise transforming media companies’ operations in the cloud, bolstered by our partnership with **AWS**. **Banijay Entertainment’s** digital-first vision for next generation media content creation, collaboration and monetisation at scale perfectly aligns with our mission. We are delighted to be the group’s chosen global technology partner and look forward to going on the journey with them, as an integral consultancy and managed cloud services provider.”

Joe Carroll, UK Head of Telco, Media, Entertainment, Games and Sports at AWS comments:

“We look forward to working with both parties to streamline content management and accelerate global distribution through a centralised digital hub. By archiving content into the cloud, **Banijay Entertainment** is able to access and utilise its catalogue more effectively, capitalising on new distribution channels to reach a diverse, global audience.”

AWS will house **Banijay Entertainment’s** extensive list of world-renowned titles including *Peaky Blinders*, *Survivor*, *Rogue Heroes*, *MasterChef*, *Big Brother*, *The Summit* and *Deal or No Deal*.

This project will be overseen by Banijay Entertainment’s Chief Digital & Innovation Officer, Damien Viel.

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About Banijay Group

Banijay Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include content production & distribution (through Banijay Entertainment, the largest international independent producer distributor), live experiences (through Banijay Live, a leading player in live experiences) and online sports betting & gaming (through Banijay Gaming, Europe's fastest-growing online sports betting platform). In 2023, Banijay Group recorded revenue and Adjusted EBITDA of €4,318m and €737m respectively.

Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).