## Press Release, 20 April 2011

## Voddler goes to Spain – Opens up first market outside of Scandinavia

**Voddler, Scandinavia’s leading film service, is opening up Spain as a new market. In Spain, Voddler will provide the same service as they already do in Scandinavia: the best movies and TV-series from Hollywood and Europe, shown on computers, smart phones and (soon) Internet-connected TVs, offering both rental and free ad-funded titles. The pre-launch phase starts today, as Voddler opens up an invite-queue in Spain. The first invites to early testers will be sent out in the coming weeks.**

* Voddler is now firmly established as Scandinavia’s leading video-on-demand service, and it was time for us to start looking at new markets. Spain was a natural choice, given its film loving population, high broadband penetration, high usage of social media, and a gaping lack of legal film services, says **Marcus Bäcklund, Voddler’s CEO.**

Voddler is today available in Sweden, Norway, Denmark and Finland, for anyone who wants to see film legally and hassle-free. Close to one million registered users watch tens of thousands of films every day on Voddler, both online at www.voddler.com and on Voddler’s iPhone-app. (Coming soon are apps for Android and Symbian-platforms.) Voddler works with the world’s leading film studios and has content deals with over 30 content providers, including the Hollywood majors, BBC, and leading European film houses.

* Together with the film studios, we are now extending our deals to also cover the Iberian peninsula. We will also sign deals with Spanish content providers. In addition, we are exploring partnerships with both electronics manufacturers and telecom providers, to help bring Voddler even quicker to Spain, says **Anders Sjöman, VP Communication at Voddler.**

The launch in Spain starts today when Voddler opens an invite-queue for interested consumers to register. Soon, Voddler will open a pre-launch version of the site for these early testers, improving the localized version of the site based on the testers’ feedback, until a full launch can take place later in the year.

**For more information:**

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**About Voddler**

The video-on-demand service Voddler offers the best movies and series legally directly to any internet-enabled device. On Voddler you can see both rental movies and ad-funded free movies, when and where you want, with quality titles from over 30 of the world’s leading film studios. Voddler is available in Sweden, Norway, Denmark and Finland, and showed over five million films during 2010. Voddler’s mission is to offer a premium service for viewers, content owners and advertisers.