## Press Release, 9 December 2010

## Voddler’s Christmas campaign ”A Very Special Voddler Christmas” offers film lovers chance to buy a Voddler Pass until New Year.

**In time for the Christmas season, Voddler launches its Christmas campaign ”A Very Special Voddler Christmas”. The time-limited campaign offers film viewers two different “Voddler Passes”. The Voddler Silver Pass gives the customer 8 rental movies to see during 30 days for 99 SEK (99 NOK, 99 DK, 9,9 EURO). The Voddler Gold Pass gives the customer 30 rental movies to see for 249 SEK (249 NOK, 249 DK, 25 EURO), also during maximum one month. The campaign is meant to draw more film viewers to legal online services during what is one of the most film intensive times of the year.**

The Christmas campaign rounds off an exciting year for Voddler. During 2010, Voddler has increased its catalog to 3,300 titles with over 2,000 free advertising-funded titles; has kept developing its patented technology for streamed video; and recently launched version3.0 of its player. This continuous process has resulted in over 800 000 customers who have seen close to 5 million movies during the year.

* All this calls for a Christmas celebration. So for a limited time we are offering the Voddler Passes. We want to entice more people to try out Voddler. And we’d also like to welcome back those customers who tested us at the beginning of the year, when we didn’t have as much to offer as today, says **Björn Isakson, head of marketing at Voddler**.

The holiday season is also a movie season. During no other time of the year do people watch as many movies or TV-series.

* We want to take the opportunity during these film intensive days to get more film viewers to try out legal video services, so that they don’t by default turn to piracy. When they use Voddler, regardless if they watch rental movies or our ad-funded free titles, it’s a guarantee that film­makers and film studios still get paid for their work. We see this time of the year as an excellent chance to help more film viewers find legal video services, a behavior we want to be part of strengthening, says **Anders Sjöman, head of communications at Voddler.**

The time-limited campaign will be evaluated at the end of the year, and all findings from that analysis will be used when Voddler plans 2011 together with film studios, distributors and partners.

**For more information:**

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**About Voddler**Streaming film service Voddler offers the best films and series legally on Internet-connected devices. Voddler offers both pay-per-view and free advertising-funded titles, where and when the viewer wants, with premium content from the world’s leading content companies. Founded in 2005, Voddler is headquartered in Stockholm, Sweden and builds its service on a patented technology for streamed film that makes it cheaper and more efficient to show films the more customers there are. Voddler is currently available to consumers in Sweden, Norway, Denmark and Finland. Voddler’s mission is to offer a premium video service for users, content owners and advertisers.