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FOR IMMEDIATE RELEASE

Adobe Pass for TV Everywhere Gaining Rapid Adoption in the Media Industry

Top Media Companies Including Fox, CNN and Hulu Adopt Adobe Pass to Provide Premium Content Access Across Desktops and Devices

SAN JOSE, Calif. and AMSTERDAM, Netherlands — Sept. 8, 2011 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced at the IBC 2011 Conference and Exhibition that Adobe® Pass service has gained substantial traction since it launched in March 2011. Adobe Pass makes it easy for TV programmers and media companies to validate that customers are entitled to view online content based on their pay TV subscription package. With Adobe Pass, pay TV subscribers can watch the content they are already paying for anytime, anywhere; the vision of what the broadcast industry is calling TV Everywhere. Adobe Pass is seeing widespread adoption with popular programmers and content portals including Fox Networks, Turner Broadcasting (including the CNN app for iPad), Hulu, MTV Networks, Scripps Networks Interactive and AMC Networks, that have chosen the solution to seamlessly and securely establish a user's entitlement to premium content anywhere, anytime and on virtually any device.

Adobe Pass is now offered as a TV Everywhere implementation option to content providers serving approximately 90 percent of the U.S. pay TV market via Comcast Corp., DirecTV, Dish Network Corp., Time Warner Cable, Cox Communications, Inc., Verizon Communications, Inc., Cablevision Systems, Charter Communications, Suddenlink Communications and others. Content providers can leverage Adobe Pass to help pay TV subscribers to easily access TV Everywhere content via content provider websites and mobile applications.

Adobe will demonstrate Adobe Pass and highlight key customers using the solution during the IBC 2011 Exhibition at its stand (Hall 7, Stand 7.G27) in the RAI Convention Center, Sept. 9-13.

"As the leader in delivering seamless online video experiences to millions of users worldwide, Adobe is committed to transforming the next wave of industry innovation by helping media companies bring their TV programming to multiple devices including desktops, Android smartphones and tablets and iOS devices," said Pritham Shetty, vice president, Video Solutions, Adobe. "Adobe Pass delivers a simple solution for pay TV providers. Adobe's strong heritage in video delivery, has given us considerable traction for Adobe Pass in its short time on the market, with top content providers like Fox Networks and Turner Broadcasting's networks now using the solution."

Turner Broadcasting Going Multi-Platform

In addition to enabling authentication on both Mac and Windows platforms, Adobe Pass has also emerged as a leading authentication solution for mobile devices. Turner sees the value of Adobe Pass and has taken a platform-agnostic approach as evidenced by the recently launched experience on the CNN Apps for iPad, iPhone and iPod touch that replicates the desktop experience. On all of these platforms/devices, CNN uses Adobe Pass to allow pay TV subscribers to watch live CNN broadcast feeds just as if they were watching on TV. Adobe Pass creates a seamless way for programmers to enable their subscribers to view content with just one sign-in and does not require any additional downloads. This eliminates one of the biggest barriers to TV Everywhere adoption – a complicated validation process that requires many registrations and downloads.

Adobe Pass for TV Everywhere Gaining Rapid Adoption in the Media Industry

"Adobe Pass enables us to offer a simple solution for TV Everywhere to deliver on our vision of providing customers the ability to watch our network content whenever, wherever and on whatever device they choose," said Jeremy Legg, senior vice president, business development and multi-platform distribution, TBS, Inc.

Enhancing Customer Experiences

- **Fox Networks:** Adobe Pass seamlessly and securely establishes access to premium content across multiple websites and mobile devices with no additional downloads required. The solution utilizes HTML5 and leverages the industry leading Adobe Flash® Platform, where available, for a seamless high-quality experience along with Adobe Flash Access® for enhanced security. Fox Networks will be rolling out Adobe Pass across all their major brands, beginning with Fox.com, SPEED2 and BTN2Go, with plans to extend authenticated websites and mobile experiences to more Fox brands in the future.
- **Hulu:** From content creation to playback, Adobe helps consumers enjoy premium video content when, where and how they want it. As the landscape for viewing content evolves, media companies are extending their online TV experiences and leveraging Adobe Pass to authenticate their paying subscribers online and provide them with anytime, anywhere rich media experiences. Additionally, leading video content portals are leveraging Adobe Pass, including Hulu on Hulu.com.

Pricing and Availability

Adobe Pass product information can be found at www.adobe.com/go/adobepass. For pricing and availability contact Adobe at www.adobe.com/go/adobepass_rfi. Adobe Pass is also offered via certified Adobe Pass Enablement Partners. Current partners include Brightcove and Limelight Networks. Adobe Pass is fully deployed and available today.

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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