

**Moscow, March 30, 2017.** The producer company **Yellow, Black and White** announces the launch of the **START** project, OTT-studio of a new generation which combines the business of production and distribution of Russian-language content all over the world.

The key goal of the START studio is the production of original serials and feature films in partnership with leading producer centers, TV channels and media holdings with the subsequent online premiere on the own online service of START.

**Eduard Iloyan, General Producer Yellow, Black and White and the founder of the START studio:**

The idea of creating the first studio in the country with its OTT distribution appeared in Yellow, Black and White long time ago. On the one hand, we rely on the success of our film and TV projects online, and on the other - we are confident that a paid service "without borders" with exclusive content for the whole Russian-speaking world will be demanded. To date, we have produced and are ready to "start" 3 original series, 8 are in the production stage and even more are at different stages of development. Moreover it is planned to show the expected television franchises and novelties on START before air on TV (catch forward).

Unlike the classic model of online cinemas, which aggregate as much "leased" content as possible, the START studio while financing original ideas, creates a library of rights for products produced within the system, thus capitalizing themselves and co-producers of projects.

**Aleksey Trotsyuk, General Producer Yellow, Black and White and the founder of the START studio:**

The START studio is a new stage in the transfer of a part of the Yellow, Black and White business in the digital space. The modern viewer is ready to connect to the stories only on his own terms: authentically, frankly, up-to-date, on any device at a convenient time for himself. The existing distribution channels do not have sufficient flexibility and content capable for meeting all these requirements. This niche is captured by foreign premium-series and it is constantly growing. While having created a unique opportunity for self-realization for young, talented filmmakers and screenwriters, we plan to intercept this audience. START should become the best platform for original, entertaining Russian-speaking projects.

To distribute content on the international consumer market, an online service **START.RU** is being developed, which will be available on all popular platforms (SMART TV, iOS, Android, Mobile, stb.). The service uses the latest effective technologies for creation an ecosystem of applications, including a recommendatory system for managing the attention of viewers.

**Egor Yakovlev, CEO of START:**

The market in the segment of online services goes to the stage of maturity and has prospects for further growth due to the formation of new approaches to entertainment content production and distribution of. I am glad to be invited to the project, because we have all the necessary components for the formation of an effective service: experience, professionals in the field of digital media and film industry, premium content, market readiness and shareholder support.

## **About company**

The company **START** is a new generation studio, which combines the business of production and distribution of Russian-language content all over the world.

The studio is founded by the producer company Yellow, Black and White and is its logical continuation in the digital space.

The key goal of the START studio is the production of original serials and feature films in partnership with leading producer centres, TV channels and media holdings with the subsequent online premiere on Start.ru applications.

Start.ru - an ecosystem of customer applications for viewing content on popular platforms (SMART TV, iOS, Android, Mobile, STB) in all corners of the world.

## **Contacts**

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