

News Release
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SDI ACQUIRES IFT MEDIA SERVICES A/S

Subtitling & Dubbing International (SDI) has acquired all shares in the Danish subtitling company IFT Media Services A/S, a former subsidiary of the Egmont group.

The major part of IFT's revenues are today generated from translation and subtitling for DVD (Digital Versatile Disc). The transaction also comprises an agreement to supply translation and subtitling services for Nordisk Film and Egmont Entertainment.

"This acquisition further consolidates our position on the expanding DVD market and provides us for a better base for our operations in Denmark," says Staffan Samuelson, head of SDI International.

"By belonging to SDI, IFT will obtain a significantly stronger position on the international subtitling market and it can utilize its resources much better," comments Michael Fleischer, president of IFT.

IFT was founded in the mid-1930s and produced film subtitles up to the mid-1980s. It then changed direction towards translations and subtitles for TV, video and film. IFT now has a turnover of some DKK 20 million.

SDI is the world's largest supplier of subtitles for TV, video, DVD and film. SDI was founded in 1981 and operates in Sweden, Norway, Denmark, Finland, Estonia, Latvia, Lithuania, the Netherlands, UK, Lebanon, Hong Kong, Japan, Taiwan and Thailand.

DVD is expected to replace VHS as the future home video format. The capacity to store a large amount of information means that one DVD can contain subtitles in more than 20 languages. SDI today offers a 'One Stop Shop' for international customers by supplying all leading languages. SDI uses translators based in the country where the languages are spoken.

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