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Qbrick acquires Danish Web TV company Arkena, becoming the largest streaming media company in Europe

Today Swedish company Qbrick announced the acquisition of Danish Web TV company Arkena, the leader in the Danish market. This deal and the merging of the companies makes Qbrick the largest streaming media (Web and Mobile TV) company in Europe.

Qbrick, the long-time market leader in the Nordic countries, has now made a move toward the European continent. The Arkena acquisition brings numerous positive synergy effects to both companies, and gives Qbrick a position in Denmark just as strong as their position in the other Nordic countries.

“This is a very good deal for the two Nordic companies, which together make up the largest European company in the sector," says Qbrick CEO **Eric Matsgård.** “Building on our strong position, we can now make a serious entry into the continental European market. Residents of the Nordic countries have the highest online video consumption in Europe. Our combined experience in the Nordic countries will give us a compelling offering as the European market takes off in the next few years.”

Today a majority of major Scandinavian media companies are Qbrick customers, as are many of the companies in the corporate world that are using Web TV. Arkena is the largest company of its kind in Denmark, with 150 customers including Carlsberg, the Danske Bank Group, Jyske Bank, the Danish Parliament and Vestas. The primary market synergies lie in the fact that Qbrick's successful media offering, which is used by companies including Bonnier, Schibstedt, SVT and NRK, will be available to Danish media groups. Other synergies lie in the ability of the companies to jointly develop a common technical solution, producing an even stronger offering for both media customers and corporations.

“We view this as a great deal for both parties, since we are extremely complementary, while at the same time we are guaranteeing a strong foundation for growth and success,” says Arkena CEO **Mads Kaysen.** “The Nordic market is one of the most advanced in the world, and our vision of being a major European market leader in Web TV is now a reality. We are delighted to be joining the Qbrick Group.”

Over ten years Qbrick has built a Web and Mobile TV company that becomes not only the largest in Northern Europe through today’s acquisition, but also the best performing company in terms of streaming quality. With this acquisition Qbrick will have over 70 employees in the Nordic region, and revenues of over MSEK 100 in 2010.
The group is moving toward an extremely exciting future.

For more information
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About Qbrick (pre acquisition of Arkena)
Qbrick is the leading provider of Web and Mobile TV in Scandinavia. The company was established in 1999 and has since then confirmed its position as a provider of turnkey solutions for the company’s approximately 1,500 customers, which operate mainly within segments such as TV channels, radio stations, media, advertising agencies and production companies, but which also include major companies, municipalities and government departments. Qbrick has 50 employees with offices in Stockholm, Gothenburg, Malmö and Oslo. This year the company will have a turnover of approximately MSEK 80 through organic growth. The company is owned by its founders, the staff and a few long-term external investors.
Visit www.qbrick.com for more information about the company.

About Arkena
Arkena is Denmark’s leading supplier of Streaming Media Solutions. The company, which was founded in 1999, has 150 customers including Carlsberg, the Danske Bank Group, Jyske Bank, the Danish Parliament and Vestas. Arkena has 25 employees with offices in Copenhagen and Århus. This year the company's revenues are about MDDK 25 through organic growth. The company is owned by its founders and a small number of external investors.
Visit www.arkena.com for more information about the company.