

SMART DIGITAL ENTERTAINMENT

June 2016

Marta Izquierdo
Director of European Public Affairs
marta.izquierdo@u-tad.com
@martutty



SMART DIGITAL

THE GROUP

Group devoted to MEDIA ENTERTAINMENT

Founded by two entrepreneurs (Javier and Ignacio Pérez Dolset) in 1996, it has become a world leader in BIG DATA, ANIMATION and since 2011 starting with EDUCATION (U-Tad, University Centre of Digital Art and Technology)

World wide leader in DIGITAL CONTENT production and Mobile Value Added Services (MVAS)

Turn Over +1 billion dollars

+ 1.000 EMPLOYEES from 45 nationalities

THE GROUP

Smart Digital
(Owned by the Pérez Dolset's family)

U-tad

Bitmonlab, S.L

Ilion Studios, S.A

Pyro Mobile, S.L

Zed

Education

R & D

Animation

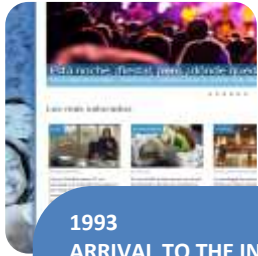
Videogames

Big Data

U-tad



EVOLUTION



1993 ARRIVAL TO THE INTERNET

- **TeleLine**, the first and largest ISP in Spain who later changed his name to **Terra**.
- **LaNetro** was founded in 1996 with the aim of providing leisure and entertainment contents for interactive media on any device with Internet access.

1996 PYRO STUDIOS

- **Pyro Studios** is founded with the aim to create and produce higher quality video games on the market.
- In 1998 Pyro launches **Commandos: Behind the Enemy Lines**, which ranked number one in 25 countries. **Commandos** has become one of the most important games in the world and one of the Spanish entertainment products of greatest recognition worldwide.

1999 MOBILE CONTENT

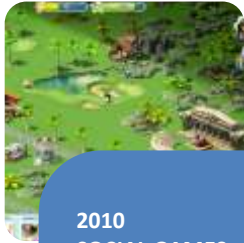
- The group's first SMS and WAP services .
- In 2002, identifying mobile industry opportunities, Javier and Ignacio Pérez Dolset decide to concentrate their activities in Mobile Value Added Services, and in 2004, with the acquisition of **Zed**, it became one of the largest companies in the mobile content field

2002 ILION ANIMATION STUDIOS

- Innovative computer-animated films for worldwide releases using cutting edge technology specially designed for it.
- In 2009 Ilion premieres **Planet 51**, showing on 3,500 cinemas across the United States and in more than 170 countries worldwide . It became Spain's biggest blockbuster at the time and was granted with a Goya award for Best Animated Movie

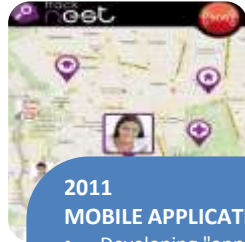
The Pérez Dolset family has a strong track in the creation and development of companies in the digital industry

EVOLUTION



2010 SOCIAL GAMES

- The group launches **Pyro Mobile** the brand under which it develops and commercialize games for social networks, applying all its know-how in video games, technological competencies and creative abilities.



2011 MOBILE APPLICATIONS

- Developing "apps" for smartphones.
- The group develops mostly entertainment and leisure applications but has also released financial products as well as family security products.
- In just two years, 75 million applications are downloaded, with over 120 first places in the Apple App Store download ranking, positioning Zed as the most successful Spanish applications developer and one of the main European leaders.



2012 U-TAD UNIVERSITY CENTRE

- A unique institution in Spain focused on training leaders of the digital industry's present and future
- The first University 100 % specialized in official Degree Courses, Postgraduate and Higher Level Training Cycles focused on three major areas associated with the digital economy value chain: digital business, engineering and art and design.

The Pérez Dolset family has a strong track in the creation and development of companies in the digital industry

RESEARCH AND BUSINESS LINES

- **Digital Entertainment:** new technologies for the production of content: VR, Storytelling, Gamification, Machine Learning....
- **Mobile Services:** ZED that produces its own solutions, app development.
- **Big Data and Cybersecurity:** through Zed and U-tad
- **Entrepreneurship:** we believe by supporting entrepreneurship there will be more innovation, new businesses, new ideas... Mainly through U-tad



DIGITAL
ENTERTAINMENT

MOBILE
SERVICES

BIG DATA AND
CYBERSECURITY

ENTREPRENEURSHIP

SMART DIGITAL ENTERTAINMENT

June 2016

Marta Izquierdo
Director of European Public Affairs
marta.izquierdo@u-tad.com
@martutty

