



Inleder samarbete med Viva Entertainment

Manila/Stockholm 2011-05-19

24h Manila har ingått avtal med Viva Entertainment Inc. Filippinernas största producent av film och musik. I affären ingår rättigheter till långfilmer, TV-serier, musikvideos, kommande live-konserter och andra evenemang. Vidare ska 24h även digitalisera Vivas klassiska katalog av filmer. Viva Entertainment har även utsetts till ”preferred partner” av 24h Manila och kommer att bistå med sitt kontaktnät för att upphandla ytterligare innehåll åt 24h.

”För 24h gruppen är detta ett klart genombrott, jag är mycket stolt över vår asiatiska organisation som har fått ihop denna affär, säger Jonas Litborn, VD 24h gruppen. Målet är nu att lansera Vivas innehåll först och främst i USA och Kanada. Affären är ett led i 24h:s affärstrategi att distribuera lokalt innehåll globalt fortsätter Jonas Litborn.”

“Viva Inc. and 24H Technologies AB Licensing Agreement

Living up to its reputation as the Philippine entertainment industry’s finest best in delivering the highest form of quality productions, VIVA ENTERTAINMENT INC, would like to proudly announce its most recent revolutionary milestone as it embarks on a solid “licensing streaming agreement” with the prestigious 24H Technologies AB of Sweden.

Established in 2007, and one of the first companies of its kind in Sweden, 24H Technologies AB addresses the need of low bandwidth territories with its super node solution. It delivers video on demand, live streaming, as well as, mobile application technologies.

VIVA, the Philippine’s premier entertainment company functions as a movie and entertainment channel in the Philippines, United States and the Middle East, offering content and programs in various multi - media formats, such as film, music, concerts, as well as, free and cable television.

Breathing imagination to life it operates as a distinguished world class artist’s agency - a sublime creator of top caliber Filipino movie stars and concert artists well adored by their audience all over. In addition, VIVA owns recording studios and is likewise engaged in video production and acquisition, and distribution through its wholesalers and video rental chains.

VIVA Entertainment heralds this live streaming agreement with 24H as an exciting venture, a bold step forward as it pushes forth its fervent thrust of serving the global Filipino community by making available VIVA’s extensive library of films and productions, first in North America, and forward eventually, to major parts of the world.



An achievement not just for VIVA ENTERTAINMENT as a company, but a benefit to the entire Philippine entertainment industry as 24H Technologies AB opens the gateway for local talents, movies, and creative productions to accessibly be watched, recognized, and lauded by both Filipino and foreign audiences across the globe.

Vincent Del Rosario, Executive Vice President, Viva Entertainment, Inc.”

“For 24h Manila this deal is a milestone, now we will continue to source content for the Filipino website to be launched during the third quarter 2011. Our target is to offer the most complete web-TV for “Overseas Filipino Workers” says Rustico Velasco CEO 24h Technologies Manila Inc.”

För mer information kontakta:

Jonas Litborn

VD

jonas.litborn@24htechnologies.com

+46 70 640 07 40

Om 24h Technologies AB (publ)

24h Technologies AB (publ) är en svensk media distributionsleverantör med kontor i Stockholm, Manila och Jakarta. Genom video-on-demand, peer-to-peer, live streaming och mobila applikationer distribuerar 24h utländskt och lokalt innehåll globalt. Genom bolagets supernode teknologi kan 24h distribuera video i miljöer med extremt låg bandbred.

24h Technologies AB (publ) är listat på Aktietorget.