

VIVICAST MEDIA AND CLUBBING TV ANNOUNCE AN AGREEMENT IN THE AMERICAS AND CARIBBEAN FOR C4K360, A NEW MILLENNIAL-TARGETED 4K WITH VIRTUAL REALITY CHANNEL

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Boston and Paris - The opening day of INTX in Boston marks the onset of a new agreement forged between Vivicast Media and Clubbing TV where Vivicast is to be the exclusive licensor of C4K360 (CLUBBING 4K 360) a new 4K network from the creators of Clubbing TV. Available for the Americas and the Caribbean, this new channel gives dance, music and thrill seekers access to 4K ultra high definition videos and virtual reality in stunning 360 views.

C4K360 brings together high energy, Live DJ sets and concerts in native 4K from the most prestigious clubs and electronic dance music festivals in the world, with Extreme sports, Gameplay, Drone races and a variety of other amazing 4K video. C4K360 is the future of video entertainment, right now, as it fully embraces the second screen experience by providing its viewers with an exclusive immersive Virtual Reality experience.

Simply « Go VR » on a mobile device by capturing flashing QR codes appearing on the TV screen to enjoy virtual reality 4K videos pushed directly to a mobile device. From there users can participate in mega concerts and thrilling events, dance among thousands of people at the world's largest festivals, be a part of a drone race, dive from a plane or sit in the first row on a roller-coaster. Stop watching; start living! "C4K360 will go beyond music and even beyond TV to offer a total immersive experience. ClubbingTV is very excited to reveal to its most engaged viewers premium exclusive VR content," said Stéphane Schweitzer, CEO of Clubbing TV.

"In line with Vivicast's overarching strategy to continue to be at the forefront of new and innovative channels and content, the company can't describe how exciting it is that Vivicast now has this channel available for cable and satellite companies in the America's," said Stuart Smitherman, President Vivicast Media. As part of a Chris Forester led panel at 2016's MIP TV, Smitherman shared his belief that Ultra High Definition Broadcasters have an advantage when providing compelling and captivating 4k content aimed at the growing UHD audience. Smitherman added that a network like C4K360 is going to be a game changer and that Clubbing TV has once again shown its ability to touch and deliver relevant content to a thriving millennial audience.

ABOUT CLUBBING TV

Clubbing TV is available worldwide in native HD and in English. It is the brand of the millennial generation and the first global Lifestyle TV channel exclusively dedicated to live & coverage of DJs events, international dance music, club culture, clubbing destinations, festivals and concerts from around the world. The Network's 24/7 channel brings the best live events, DJs, music videos, lifestyle programs and party reports from the hottest dance floors and electro festivals worldwide. Clubbing TV makes dance music available in more than 80 million households in 30 countries with 20 exclusive shows representing all electronic music styles and flavors. Clubbing TV broadcasts every week more than 2 hours of live shows & concerts and 4 weekly exclusive shows with full social media interaction. The « Clubbing Experience » show, live from concerts and festivals, Live DJ Sets, TOP Charts and the insane talk show "The Big Bad Bass" are just a small preview of Clubbing TV's exclusive premium content. As of today, Clubbing TV's portfolio includes more than 800 titles with 300 hours of HD, and already 75 hours of 4K content and 25 VR contents.

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ABOUT VIVICAST MEDIA

Vivicast Media is a leading multi-platform global content licensor providing video content access to major cable, satellite and MPVD companies in Asia, Africa, the Middle East, Europe, Latin America, the Caribbean and throughout North America.

Vivicast is one of the very first companies to have offered licensing of live channels and VOD in the OTT market with its first OTT operator launching services in 2006. With the continued explosion of OTT and an emphasis on content that works in a multi-screen environment, Vivicast licensed networks and video content are now viewed through a large number of operators and on multi-platform devices worldwide. Vivicast's roots began with live linear television content for Cable operators but the company has continuously expanded its offerings and acquisitions of the best in 24/7 entertainment and on demand programming which are made available to MPVD operators around the world.

With a mix of mainstream networks, unique and niche content, highly desired movies and series in SD/HD and UHD for VOD, Vivicast offers operators the content their subscribers want to see. With the company's knowledge and partnerships, Vivicast continues to keep its hands on the pulse of the explosive evolution in today's entertainment marketplace.

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<http://www.pressreleasepoint.com/vivicast-media-and-clubbing-tv-announce-agreement-c4k360-new-millennial-targeted-4k-virtual-reality-c>>Vivicast Media And Clubbing TV Announce Agreement For C4K360, A New Millennial-Targeted 4K With Virtual Reality Channel