



## SivooTV Content Catalog Expands With SoFAST Linear Channels

PHILADELPHIA, PA, USA and ISRAEL, April 5, 2022 /24-7PressRelease/ — Sivoo, Inc., a global network of multicultural on-demand entertainment programming and SoFAST, Ltd., curators and distributors of 24x7 linear FAST channels, announced today that SivooTV will acquire 100+ channels of content available for consumption across their SivooTV platform.

FAST (*Free Ad-supported Streaming TV*) channels, essentially stream live TV without the subscription. FAST channels extend the service of traditional linear TV channels to online devices. With dynamically inserted ads where traditional TV ad-breaks would be, FAST channels are able to offer these streaming services at no cost to the viewer, similarly to AVOD for on-demand content.

“Sivoo is excited to be joining the FAST TV revolution with our partner SoFAST. Our content delivery network is prepared to handle the extra traffic generated from delivering live linear channels to our global users. This launch is the next stage of our international expansion.,” said Sean Berner, CTO of Sivoo.

SoFAST will provide SivooTV with 10 dedicated linear channels now, running 24 hours a day, 7 days a week and ultimately extend their fulfillment to 100+ channels; notably augmenting Sivoo’s already substantial catalog.

“SoFAST is one of the fastest growing FAST channel aggregators in the market with a current portfolio of 119 FAST channels, and we are excited to join Sivoo. Viewers will be able to enjoy a variety of TV entertainment such as movies, sports, cooking, kids, telenovelas, Bollywood, ‘Fails’ videos and music, in multiple languages.,” said Yanai Arfi, CEO of SoFAST.

Nir Gilad, COO of SoFAST, added “SoFAST focuses on rights holders and channel publishers, creating and monetizing their content, but also, thanks to this new collaboration with Sivoo, allowing them a presence in more than 80 countries across 5 continental markets.”

“With the addition of SoFAST linear channels, SivooTV is able to provide users with the longest formatted viewing opportunities available, which we believe will maximize their engagement with our platform.,” said Alan Gochin, Sivoo’s CMO. He continued, “Furthermore, it’s this type of content which will encourage users to share their SivooTV experience with others.”

**About SoFAST**

Founded in 2021, with over 30 years prior in all aspects of broadcast television, SoFAST, Ltd. creates, distributes and monetizes linear channels from your leveraged content for delivery over connected devices. SoFAST is the rights holders and channel publishers' strategic partner in meeting the FAST market requirements, allowing them to launch a FAST channel, and run it without increasing their expenses.

SoFAST is headquartered in Israel.

For more information about SoFAST, please visit <http://sofast.tv>.

**About SIVOO**

Founded in 2000, Sivoo, Inc., pioneered a digital streaming network of on-demand multicultural entertainment over the Internet. With users in over 100 countries, it serves telcos and mobile operators across the world with thousands of hours of quality on-demand content that is available to PCs, televisions, and mobile phones. Sivoo gives consumers the choice of watching ad-supported content for free or without ads for a nominal fee. Sivoo's proprietary system covers all major mobile platforms and through smart televisions.

Sivoo is headquartered in Philadelphia, Pennsylvania, USA.

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For more information about Sivoo, please visit <http://www.sivoo.com>.