



SIVOO Announces Partnership with Globally Recognized Content Provider

DUBLIN, IRELAND and PHILADELPHIA, PA, USA, August 4, 2021 **/24-7PressRelease/** — VideoElephant, an international content aggregator, and SIVOO, Inc., a global network of multicultural on-demand entertainment programming, announced today that they have entered into a licensing agreement to provide content titles to be made available on the SivooTV app and OTT devices.

Under the terms of the agreement, SIVOO will license a broad spectrum of content, with hundreds of thousand titles to serve its users over SivooTV. VideoElephant will add hundreds of titles daily to support library freshness.

“We are excited to be providing SivooTV with a diverse array of content for their streaming platform,” said Brian Cullinane, VideoElephant’s Chief Revenue Officer. He continued, “With this agreement, we are extending our exposure to markets we’ve yet to engage.”

“We are very excited to form a partnership with VideoElephant, a premier aggregator of video content from top providers, and license a massive library of content for mobile and OTT platforms,” said Dr. Burhan Fatah, CEO of Sivoo. “Furthermore, their short-form content, across a wide variety of genres, is especially suitable for mobile distribution,” Dr. Fatah added, “and we couldn't be happier to serve this content around the globe.”

About VideoElephant

With over 2.5M active titles, growing by 2,500 daily, VideoElephant aggregates video content from hundreds of top publishers and content providers, including Bloomberg, Fox, ITN, Newsy, Al Jazeera, Euronews and Reuters, and licenses this content to online publishers, mobile apps, streaming services and digital signage companies globally, all the while adding value to our content providers every day.

Founded in Dublin in 2012 and with offices in New York and London, we are a team of digital video enthusiasts, sourcing content and building the solutions that our industry demands.

For more information about VideoElephant, please visit <http://www.videoelephant.com>.

About SIVOO

Founded in 2000, SIVOO, Inc., pioneered a digital streaming network of on-demand multicultural entertainment over the Internet. 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. In addition, SIVOO gives consumers the choice of watching ad-supported content for free or without ads for a nominal fee. SIVOO’s proprietary system currently serves all major mobile platforms as well as OTT devices.

SIVOO is headquartered in Philadelphia, Pennsylvania, USA.

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