



## **SivooCloud Expands Into Asia**

*Namaste from Mumbai*

PHILADELPHIA, PA, USA, July 11, 2022 /24-7PressRelease/ — Sivoo, Inc., a global network offering data services and streaming of multicultural on-demand entertainment programming, announced today that SivooCloud®, its private data network, has opened a gateway to the East and is now connected on the Asian continent; expanding its footprint into the metropolitan city of Mumbai, in the state of Maharashtra, serving our Indian and surrounding audiences.

Through planned network expansion across India, and connecting directly to Reliance's Jio Network, covering all of India, Sivoo is able to offer mobile and data services across the country and deeper into the subcontinent. Consequently, the Jio Fiber-To-Home (OTT STB service) will deliver a more robust experience with the dozens of linear channel apps already running on their service.

"Adding our first data center in India enables Sivoo to achieve another goal in our global data center rollout. With our launch in India, millions of users already on the platform will be served from the edge of Sivoo's cloud; resulting in a much higher quality viewing experience.," said Sean Berner, Sivoo's CTO.

With a population of more than 23M, the Mumbai Metropolitan Region is the 6 largest area comprising the total 1.4B in India. Mobile proliferation in Mumbai mirrors the entire country's online access at nearly 75%; although these numbers are aggregates of all carriers and operating systems—with Android topping the charts, Jio Phone is making tremendous inroads and pushing its growing product line to the masses.

"We are delighted to open our first data center in India and offer video streaming and data services across the country. As the home to 1.4 billion people and close to one billion mobile phones, India presents opportunities unlike any other country in the world.," said Burhan Fatah, Chief Executive Officer. He adds, "Our presence in India will only grow with the passing of time and serve as the gateway to further expansion in country and across Asia."

## **About SIVOO**

Founded in 2000, Sivoo, Inc. was a video streaming pioneer, implementing a content network with on-demand multicultural entertainment over the Internet. Looking forward, with 2M+ users in over 150 countries, serving telcos and mobile operators globally, Sivoo offers network-based data services including their proprietary video platform providing both ad-supported and subscription streaming of thousands of content hours to connected, enabled devices.

Sivoo is headquartered in Philadelphia, Pennsylvania, USA.

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