

SWIG MEDIA Launched The First Global Online Content Destination Without the Largest Cost in Distribution, Transcoding and a Content Delivery Network (CDN).

The most common question dogging content creators and distributors is how you can make money with online digital distribution. Swig Media's answer was to create 'game changing', patent pending, technologies that massively reduces the cost of distribution by eliminating the need for transcoding and Content Delivery Networks (CDNs).

SWIG MEDIA launches SWIG GLOBAL TELEVISION NETWORK, an online media destination, using proprietary technologies that eliminates the costliest components of online distribution, transcoding and Content Delivery Network. Additionally, SWIG MEDIA's extreme compression, at 0.3% or less, without comprising production level quality, offers peerless bandwidth conservation and even more savings. "SWIG MEDIA's digital distribution solution was guided by the needs of the content creators and distributors "stated Ivan Gulas, CEO of SWIG MEDIA, "which are different from those of equipment manufacturers and technology providers whose agenda is to sell more hardware products and/or to profit from the services needed to deliver content."

SWIG began nearly three years ago by launching the SWIG TV App, using best available third party technology and delivery solutions, to offer short-and long for content channels on a single App. Despite compelling content, considerable marketing efforts, and a global market penetration, the high cost of digital distribution left essentially no revenue for the content creators and SWIG. "Technology in its' infancy, as is the case with digital distribution, is always too costly, too complicated and requires too much technological knowledge to operate... whereas mature technology is essentially invisible, and as simple as turning on a light, or using an ATM machine" added Gulas, a serial entrepreneur and inventor, whose first technology start-up in the late 90's became a market leader in facial animation and visual effects, with WIRED naming him one of 20 people re-inventing Hollywood.

"Our frustrations, which mirrored concerns throughout the digital distribution marketplace, motivated us to create a Disruptive Technology division, and ultimately a merger last November, with Innovative Technology Company in Germany, and Dr. Gunter Schubert, who is now CTO of SWIG MEDIA" stated Gulas. "The merger between the two companies enabled us to leap-frog into the next generation of distribution. We created perhaps one of the most sophisticated end-to-end distribution solutions which include five patent pending technologies and thousands of lines of proprietary lines of code to achieve our goal, which was the Best, Safest, and Easiest

to use distribution solution, all at a fraction of existing distribution cost” added Dr. Schubert,

Markus Schubert, EVP and Head of Software Development noted that every aspect of the video delivery, including ingestion, geo-sensitive ad insertion, rights management, transactions and all other business management tasks, have been combined and are managed by a single multi-dimensional Big Media Distribution Data Bank.

"Furthermore", added Markus Schubert," intelligence added to both the player on the user side and the Central Data Manager, provides us with highly advanced geo-location information about where the content is being watched, which enables the placement of local ads, and minute by minute content viewing information, both of which are very valuable to sponsors".

Beyond dramatically reducing the cost of distribution, with the combination of extreme compression, and the elimination of transcoding and CDN costs, Swig Global Television Network also formed a relationship with Vidillion, a Company uniquely positioned to monetize worldwide distribution. "Given our global focus, Vidillion's proprietary patent pending software, which allows precisely targeted ads based on device, profile, geography, language and their individualized ads per viewer, provides the ability to maximize ad revenue per country, is a major plus for our content provider partners globally." stated Gulas. Dennis Nugent, Founder and COO of Vidillion added that that Vidillion delivered CTV ads to 98 countries last month, and emphasized their ability to maximize fill rate and revenue.

ABOUT VIDILLION

Vidillion built the first connected TV monetization platform, VidTizer. VidTizer enables video content owners and video service providers (VSPs) to make money from content viewed on connected TVs. Vidillion's proprietary patent pending software allows precisely targeted ads based on device, profile, geography, language and context and verifies ad delivery. Vidtizer's three tier hierarchies of business rules maximizes the revenue from ad inventory and allows content distributors to limit ads to viewers based on profile such as religion, language, device, content or other parameters. Vidtizer includes the Vidillion Versatile Anonymous SysTem (VAST) proxy server that allows delivery of ads to non-VAST compliant devices. Vidtizer uniquely offers content owners the means to instantly monetize their video content on connected TVs. For more information, please visit www.vidillion.com.

ABOUT SWIG MEDIA

SWIG MEDIA is a Comprehensive Global Digital Video Distribution Provider and a Disruptive Entertainment Technology Company, with Corporate Headquarters in Los Angeles, USA and Technology Headquarters in Plauen, Germany. The Company was

created in November of 2013, through the merger of two Companies, SWIG Global Mobile Entertainment Network founded by Ivan Gulas and Innovative Media Technology Company founded by Dr. Gunter Schubert in Germany,

SWIG Global Mobile Entertainment Network (SWIG.TV) was launched in 2011, using the best available third party distribution solutions, and simultaneously initiating in-house technology development efforts. SWIG.TV grew rapidly to become early market leader in global wireless entertainment accessed from a single app, anytime and anywhere. Selection options on SWIG.TV include: daily refreshing short-format TV series, music, comedy, indie and festival films, and international channels in their original language. In October of 2013 Swig formed a strategic Partnership with YouKu in Chin and launched the ChinaVision Network, which include innovative made-for-web movies and series on the YouKu Original Channel; mainstream movies and series on the Dynasty Channel; hit television series on the Metan Channel; original movies from Linksus Media; and popular cartoons on the Supernova and Cartoonigans Channels, with more channels and content coming online over the coming weeks.

SWIG MEDIA's new SWIG GLOBAL TELEVISION NETWORK, running completely on SWIG MEDIA's proprietary technologies is now also a free App at iTunes and Google play (links at www.swigmedia.com), and will ultimately replace the company's pre-existing apps running on third party technologies. The Company is also launching SWIGFLIX, a premium subscription and PPV service that will also offer streaming UHD (4K) content.

In addition to Channel Partnership opportunities on SWIG GLOBAL TELEVISION NETWORK, and Content Distribution on SWIGFLIX, comprehensive distribution services are now offered by SWIG MEDIA, including a turn-key, 'White Label' TV Everywhere product for TV Networks, Studios and Distribution Companies, as well as Software as a Service (SaaS). <http://www.SwigMedia.com>