

## News Release

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### **Switch Media taps into new markets as demand for online video soars**

To meet the increasing demand from international broadcasters and content owners to develop, enhance and monetise their online video solutions, Switch Media has embarked on a global growth strategy with three new appointments.

A world leader in online video technology, Switch Media today announced it has established an office in Johannesburg to service the the Middle East and Africa (MEA) region, headed up by Hans Belz as General Manager MEA. A seasoned media and telecommunications executive, Mr Belz was most recently Regional Head of Operations and Programming for SVOD service targeting emerging markets at iflix.

Further bolstering Switch Media's presence in North America is the appointment of Mark Wilson as General Manager of the Americas. Set to spearhead operations from Denver, Mr Wilson will be driving business development, forming new alliances and working closely with ad-tech partners to enhance Switch Media's global offering. Soon to follow, is the appointment of a new General Manager servicing Asia in Q1 2019.

Switch Media CEO, Mark Johns said "These key appointments provide a tremendous foundation for our next phase of growth into new markets. With the addition of Asia, Switch Media has presence in six regions also including Australia, NZ, the USA, Africa and India."

"The new markets of MEA and Asia are both experiencing phenomenal growth, and this will continue to accelerate. Recent analysis of the markets show Asia is a huge market with more than 100 OTT services operating in the region, while in MEA revenues from OTT will surge by 88 percent from now through to 2021."

With consumer demand driving content standards for a seamless experience and the increasing number of content owners offering Video On Demand (VOD) and Subscription Video On Demand (SVOD), the evolution of online viewing is evolving at a rapid rate" Mr Johns said.

"Since its establishment in 2006, Switch Media has kept at the forefront of the ever-shifting landscape of online video technology. Having worked with most of the major broadcasters and content owners in the ANZ region, as well as developing cutting-edge, multi-award-winning solutions for major clients and world-wide events, the global push was the next natural progression for the company."

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**About Switch Media:** Founded in 2006, Switch Media have extensive experience in delivering complex, multi-award-winning solutions for major content providers and live events worldwide, including the Olympics and Game of Thrones. Evolved over more than a decade to address the most complex media workflows, Switch Media's modular platform integrates with existing systems to deliver exceptional online video. Use any or all of its capabilities to enhance, replace or launch the best viewing experience for your audience, across any screen. Effortless Online Video. [www.switch.tv](http://www.switch.tv)