

GIGA ENTERTAINMENT MEDIA, INC.

Demand for GIGANETTV Soared at Hugely Successful NAB Launch and to Attend The Cable Show 2014 (NCTA) Los Angeles

Over 500 Companies Worldwide View Technology As Game-Changer

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The Cable Show 2014
2014 NAB Show**

NEW YORK--([BUSINESS WIRE](#))--Following its overwhelmingly successful product launch at NAB Show® 2014 in Las Vegas two weeks ago, [GIGANETTV](#), a revolutionary new multi-tasking video portal from Giga Entertainment Media (GEM), a media technology development company, today announced it will have a presence at The Cable Show 2014 in Los Angeles, CA, April 29 – May 1, and provide demonstrations throughout the show on iPad.

“The variety of people coming through the GIGANETTV booth has been quite dramatic -- not only programmers, broadcasters and video providers, but also universities, hospitals, the military and other entities.”

A review of GIGANETTV participation at NAB 2014, including an interview with Doug Miller, Commercial Distribution Executive for GIGANETTV, is now available on YouTube, click on:

<https://www.youtube.com/watch?v=x5TGdDL4zoA>

Senior-level executives from more than 500 companies from around the world said they see the GIGANETTV technology as integral to their business and want to adopt it as soon as possible. The company has

already begun discussing transactions with many of the companies, which include iconic brands names.

In an interview with Steve Waskul of the NAB Show Channel, Miller said, “The variety of people coming through the GIGANETTV booth has been quite dramatic -- not only programmers, broadcasters and video providers, but also universities, hospitals, the military and other entities.

“The application is global. Take, for example, the IPTV approach where the cable operator, broadcaster or content entity has licensing rights to provide internet content: they can put it through the GIGANETTV platform. We’re also not branding GIGANETTV (to consumers), that’s our business brand. Our partners brand the service to their own brand design.”

During the interview Waskul said, “I was talking to a cloud producer, a very big name in the industry, who told me: ‘We’ve looked at doing some of this [GIGANETTV-like technology] ourselves and our initial impulse was that we need to develop all this IT infrastructure and all these tools ourselves.’ Then they saw how much work it really was to develop all this and said, ‘We’re really not going down this road.’ So it sounds like this is a niche you’ve [GIGANETTV] carved out for yourselves for a realistically sized company.”

GIGANETTV technology is now available for licensing to cable, satellite and Telco providers and their subscribers worldwide through GEM’s White Label licensing program. The purchase of TV boxes or other clumsy equipment is not required.

About NCTA

The National Cable & Telecommunications Association is the principal trade association for the U.S. cable industry, representing cable operators serving more than 90 percent of the nation's cable television households and more than 200 cable program networks. The cable industry is the nation's largest broadband provider of high-speed Internet access, serving 51 million customers, after investing more than \$200 billion to build two-way interactive networks with fiber optic technology. Cable companies also provide state-of-the-art digital telephone service to 27 million American consumers.

About Giga Entertainment Media

Giga Entertainment Media (www.gigaentertainmentmedia.com) is a media technology development company that provides unique interactive viewing and communications enhancement features, such as existing live programming, VOD and movie lineups, to worldwide cable, satellite, Telco, and other content providers and their subscribers.

With its **GIGANETTV** Brand consumer-friendly entertainment service, GEM allows the transmission and receipt of multiple (30) *simultaneous* live content streams, enabling the user to control the viewing and communications interfaces in real time by adjusting the size and location of viewing windows. On a single site, consumers can access live cable channel lineups, movies, social networks, web search, email, text, blog, join single or multiple live personal or group chats, conference, Skype, play video games and record -- all in HD on simultaneous multiple PIP (picture-in-picture) expandable, shrinkable and movable floating screens. Users are also offered buy-now options with an advanced programming guide, scrolling, newsfeeds and alerts.

To see **GIGANETTV** demonstrate its breakthrough technology on iPad, click on: <https://www.youtube.com/watch?v=Li9j-vN1xig#aid=P-a7vFNog8U>.

[VIEW THE NAB INTERVIEW VIDEO BELOW](#)



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