

Giga Entertainment Media Sees Enormous Growth Potential as Streaming Video Services and Tablet Use Explode among Millennials

As CBS and HBO Announce Plans to Deliver Content to Mobile Devices, Bypassing Cable and Other Providers, GEM's SIMUL SEZ Proprietary Super App Pulls It All Together Anywhere, Anytime, Simultaneously on One Device

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NEW YORK--(BUSINESS WIRE)--Giga Entertainment Media (GEM) is ideally positioned to capitalize on the dramatic shift by consumers – led by 18- to 34-year-olds – away from cable, satellite and Telco providers to streaming video services, Bryan Maizlish, CEO of GEM, said today. GEM is a multi-media advanced technology company that provides, through its GIGANETTV and Super App SIMUL SEZ products, simultaneous multi-screen, multi-stream, multi-tasking and multi-user collaboration features and capabilities and the entire range of interactive social network applications all at the same time on one device.

Citing CBS's and HBO's announcements last week to introduce stand-alone streaming services, as well as new research from digital marketing firm ComScore, Maizlish said the shift away from cable television and other traditional content providers has reached a tipping point, with television well on its way to becoming the "third screen" for anyone under the age of 35.

"We are thrilled with the announcements from CBS and HBO that the two industry leaders – one a major over-the-air network and the other a leading cable, satellite and Telco content provider – are dramatically changing their business models to offer stand-alone streaming video services starting in 2015," Maizlish said. "It has been clear to us at GEM for a long time that the world – especially the 18- to 34-year-old world – is moving away from traditional television consumption and toward tablets and other mobile devices."

Maizlish added, "The strategic change of direction by CBS and HBO, along with new research from ComScore that shows that about one-third of all television viewing for people between the ages of 18 to 34 is done on computers, tablets or smartphones, validates our thinking and paves the way for rapid and broad acceptance of our GIGANETTV platform and our SIMUL SEZ Super App for iPad. We have the only technology that can provide access to any and all online content anywhere, anytime, simultaneously – and all on one device."

New research shows traditional TV is fast becoming the "third screen" for 18-34 year olds

According to the Oct. 15, 2014 issue of BuzzFeed, an Internet news publication, "A new report shows that twentysomethings are perfectly willing to subscribe to a streaming video service that gives them what they want, when they want, across devices ad-free. And increasingly they are getting that from alternatives other than cable.

“New research out from digital marketing firm ComScore offers the latest evidence that the television is well on its way to becoming the third screen for anyone under the age of 35. According to ComScore’s research (ComScore U.S. Mobile App Report 2014), about one-third of all television viewing for people between the ages of 18–34 is done on computers, tablets, or smartphones, and nearly half of all viewing in that demographic is done either solely on the Internet or a combination of TV and the Internet. What that means is that it won’t be long before those numbers are flipped and viewing on computers and mobile devices overtakes the television for TV watching.

“Younger generations are more likely to watch an original series online, with 45 percent of them watching via the Internet, including 13 percent doing so exclusively. Apps drive the vast majority of media consumption activity on mobile devices, accounting for approximately 7 out of every 8 minutes, ComScore’s research found.”

SIMUL SEZ Super App to launch November 16

The SIMUL SEZ Super App for consumers will be initially available for the iPad, followed by Android and Windows operating system versions as well as smartphones, smart televisions and other digital devices. SIMUL SEZ enables users to manage their content through voice recognition and user-friendly swiping and save multiple configured templates of selected content packages, creating an optimized, personalized, and sharable multimedia and social media experience.

“This is a disruptive technology that creates a new and mobile-based delivery and display platform for content providers and significantly enhances the viewing and collaboration experience for consumers,” Maizlish said. “It is game changing and a paradigm shift for free and licensed premium live content, the appointment viewing audience, gamers, social media users, and application consumers.”

Maizlish added: “GIGANETTV and our new iPad Super App, SIMUL SEZ, have been under development for some time in anticipation of this dramatic paradigm shift in the broadcast and cable industries and now is the perfect time to introduce the perfect solution for personalized, on-demand content for tablet users.

“With the ability to select, categorize and access content through personal filters for entertainment, sports, news, movies, music and other genres, every individual will, in effect, be their own ‘cable company,’ untethered from the wired world and expensive monthly cable television subscriptions. Do you want to create your own comedy channel? Start downloading content to your ‘Comedy File’ and watch it whenever you want.”

GEM executives have broad and deep experience in media, entertainment, cable TV and the military. The concept for both GIGANETTV and SIMUL SEZ was developed several years ago and, following an intensive period of R&D in collaboration with Twin Technologies, a leading information technology company and Adobe MAX architecture design capabilities, the company is certain the time has come

to begin a full-scale launch. GEM has the advanced technology and delivery systems poised to take advantage of the exploding streaming market for 18-34 year-olds.

About Giga Entertainment Media

Giga Entertainment Media (GEM) is a multi-media technology company that provides unique interactive viewing and communications enhancement features, such as existing live programming, VOD and movie lineups, to consumers on the Internet as well as private labeling to brands, content providers and content aggregators and their subscribers.

GEM'S most recent technological breakthrough on its dynamic game-changing platform allows real-time access to the entire web and associated video library, which includes substantial cable programming through voice recognition and user-friendly swiping viewed in an optimal personalized digital experience. GEM's advanced technology allows multitasking, simultasking and the entire range of interactive social network applications all at the same time on one device.

With its **GIGANETTV Brand** consumer-friendly entertainment service, GEM allows the transmission and receipt of up to multiple (30) *simultaneous* 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 broadcasts, movies, social networks, games, applications, 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.

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