

Vivicast Media Adds 4K and 4K-3D Vod TV Licensing to its Market Leading Portfolio

Licensing Next Wave Content Today is Key to Television's Future

May 1, 2013 (FPRC) MEMPHIS -- Already known in the digital television industry for its ability to stay ahead of the programming curve by providing licensing for multi-screen distributors around the world, Vivicast Media announced today that it has been actively building its 4K (Ultra HD) and 4K-3D licensing portfolio. The company will showcase its currently available catalog at The Cable Show (NCTA) to be held in Washington, DC, June 10-12. Vivicast's existing 4K license offerings include breathtaking scenic vistas, undersea adventure, unique animation programming and musical performance all of which highlight the stunning depth of the new 4K picture.

'Vivicast has always concentrated on the next viable trend in the video marketplace,' said Stuart Smitherman, President of Vivicast Media. 'Through our network of global and domestic partners and producers, we are quickly growing an amazing catalog of 4K and 4K-3D content that can be a part of any operator's VOD offerings right away.' Smitherman further stated that history has already shown us that HD and 3D technology took the lead before any real HD and 3D content was readily available. Vivicast intends to bridge the 4K gap sooner by providing and seeking more 4K content now. When consumers are ready to make 4K television purchases, video distributors will have already had the opportunity to decide upon their initial licensed content products and will be ready from the start to provide enticing video for their customers.

ABOUT VIVICAST MEDIA

Vivicast Media, specializes in making video network licensing available to Multi Platform Video Distributors (MPVD's) in the United States and around the globe. Vivicast allows operators to provide the best in 24/7 entertainment with a mix of well known and popular television networks as well as unique and niche content, highly-desired movies and series for real time streaming as well as VOD in SD, HD, 3D and 4K screen options. Vivicast specializes in offering US content to a global market and global content to the US market. Vivicast Media is Multi-Screen and Multi-National.

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Keywords

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