



## The SivooTV Channel Is Live On Reliance Jio's OTT Experience

PHILADELPHIA, PA, USA, March 29, 2022 /24-7PressRelease/ — Sivoo, Inc., a global network of multicultural on-demand entertainment programming, announced today that their SivooTV OTT channel is now available on the Reliance Jio STB (set-top box) for all JioFiber home broadband subscribers in India.

OTT or over-the-top programming has been growing over the past 10 years steadily in developed economies. These solutions deliver streaming content over the Internet above cable packages and have arisen lately in popularity due to elevated cable television costs and the increased availability of desirable content.

The Jio STB, provided for free to annual subscribers of the JioFiber service, is an Android-based streaming media player with a bluetooth-connected remote which enables non-smart (HDMI-featured) displays and televisions to access Internet content.

"As the adoption of SivooTV proliferates throughout India on the JioPhone and brand recognition builds, users will naturally crossover to other JioPlatform offerings, which is where JioFiber STB sits, and subscribers familiar with SivooTV will quickly engage.," said Alan Gochin, Sivoo's Chief Marketing Officer.

### About SIVOO

Founded in 2000, Sivoo, Inc., pioneered a digital streaming network of on-demand multicultural entertainment over the Internet. With users in over 100 countries, it serves telcos and mobile operators across the world with thousands of hours of quality on-demand content that is available to PCs, televisions, and mobile phones. Sivoo gives consumers the choice of watching ad-supported content for free or without ads for a nominal fee. Sivoo's proprietary system covers all major mobile platforms and through smart televisions.

Sivoo is headquartered in Philadelphia, Pennsylvania, USA.

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For more information about Sivoo, please visit <http://www.sivoo.com>.

## **SAFE HARBOR STATEMENT**

The statements contained in this press release that are not historical facts are forward-looking statements based on current expectations of future events that involve risks and uncertainties including, without limitation, risks associated with the inherent uncertainty of the timing and success of high technology hardware and software research; new product development; the market pricing of media content and related products and services; changes in consumer demand for Internet access to media content, commercialization of new products and services; Internet or network outages or failures; breaches of internet, network, or system security; changes in network infrastructure, transmission methods and broadband technologies; adoption of new broadband internet access technologies; economic conditions including interest and currency exchange rate fluctuations; changes in generally accepted accounting principles; the impact of competitive products or services; trade buying patterns; wars or terrorist acts; product liability and other types of lawsuits; the impact of legislation and regulatory compliance; and patent, licensing, and other intellectual property risks and uncertainties. Actual results may vary materially from the forward-looking statements. The Company assumes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise. When used in this release and documents referenced, the words "believes," "expects," "may," "should," "seeks," or "anticipates," and similar expressions as they relate to Sivoo or its management are intended to identify such forward- looking statements.