Beat: Entertainment

METRO-GOLDWYN-MAYER AND LIONSGATE INVEST IN ADRISE, PARENT COMPANY OF TUBI TV

PREMIER STREAMING SERVICE FREE

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USPA NEWS - In a move reflecting increasing consumer demand for premium streaming services, Tubi TV, a leading provider of free movies and TV shows, announced that two leading Hollywood studios, Metro-Goldwyn-Mayer Studios (MGM) and Lionsgate (NYSE:LGF), have each made an equity investment...

In a move reflecting increasing consumer demand for premium streaming services, Tubi TV, a leading provider of free movies and TV shows, announced that two leading Hollywood studios, Metro-Goldwyn-Mayer Studios (MGM) and Lionsgate (NYSE:LGF), have each made an equity investment in the company while also providing access to hundreds of premium library titles.

The deal further strengthens Tubi TV's position as a premier ad-supported destination (having previously signed a licensing agreement with Paramount Pictures) for movies and television entertainment.

The agreement encompasses hundreds of marquee titles from the MGM and Lionsgate libraries including Academy Award-winning films such as 'Midnight Cowboy', 'Crash', 'Rain Man', and 'The Hurt Locker' and showcases additional favorites like 'Pink Panther', 'Fargo', & 'American Psycho'. The Lionsgate and MGM titles add to the 40,000 movies & TV shows Tubi TV has already acquired from over 200 content producers. Sandy Grushow, former Chairman of Fox Television Entertainment Group and CEO of Phase 2 Media, also joins the Tubi TV Board of Directors.

Tubi TV is on a mission to deliver premium movies and TV entertainment on-demand to consumers, all for free, as the leading alternative to the pay-for-play on-demand model. With over 40,000 titles, Tubi TV is the largest provider of free and legal TV shows and movies on the Web, mobile, and Connected TV devices.

Source : Tubi TV

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