

## Mavshack blir världsledande sajt med innehåll riktad mot filippiner

Los Angeles 2013-02-22

Det var bred uppslutning på 24h Technologies presskonferens i Los Angeles igår. Filippinsk press inklusive PinoyWatchDog, The Filipino Central, Asian Journal var representerade. PIN-kort distributörer, Fil-Am Arts ledare, innehållsleverantörer samt framtida annonsörer var bland de övriga som deltog.

Några av höjdpunkterna var:

- **Mavshack.com blir tillgänglig globalt**

Mavshack.com kommer inom kort finnas tillgängligt globalt, inklusive Filippinerna. Detta gör Mavshack.com till världens i särklass största sajt för filippinskt innehåll - både vad gäller utbud och räckvidd.

- **Försäljning i Saudiarabien och Förenade Arabemiraten**

Försäljning av Mavshack PIN-kort kommer inom kort att inledas i Saudiarabien och Förenade Arabemiraten. Det är i dessa länder som den absolut största gruppen av utlandsarbetande filippiner (OFW) finns. Distributionen av PIN-kort kommer att ledas av Mavshacks återförsäljare, Sponsortech LLC.

- **Avtal tecknat med filippinska organisationer för att driva kundtillväxt**

Över 4 miljoner medlemmar i filippinska organisationer ( sk NGO) såsom Ang Nars, Sandiwaan Learning Centers, Perpetual Help University and De La Salle Alumni Association kommer att uppmanas att prenumerera på Mavshack.com. För varje ny prenumerant så kommer Mavshack.com att donera 1 USD till respektive organisationer.

- **Avtal med Oishi Media breddar utbud**

Oishi Media är verksamt inom contemporary och hip-hop musikscenen. Oishi har i dagsläget miljontals träffar på sajter som YouTube och Google. Oishi kommer att bidra med musik-, kultur- och specialproducerat innehåll för Mavshack.com.

- **Utökat samarbete med GPN**

Mavshack.com har inlett en långsiktig strategisk allians med GlobalPinoyNetwork.com, (GPN). GPN är en global plattform inriktad på filippinskt innehåll, som erbjuder företagstjänster såsom penningöverföring, online resebyrå, shopping och mycket mer. GPNs kunder kan nu titta på filmer, musik, konserter och

TV via Mavshack.com inom GPNs plattform.

Bifogat är det pressmaterial som släpptes på presskonferensen.



I bild: Jonas Litborn, VD 24h Technologies; Jerry Lozano, VD GPN; Christopher Ambarian, Partner GPN, Christine Love, Viva Music.

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**mavshack.com**

[facebook.com/mavshack](https://facebook.com/mavshack)

[facebook.com/mavshack.se](https://facebook.com/mavshack.se)

**Om Mavshack.com**

Mavshack.com har i dag ca 1450 filmer, musikvideos och konserter från flertalet Filippinska innehållsleverantörer däribland Viva Entertainment, Inc. och Star Cinema. Mavshack.com är i dagsläget störst i världen på Filippinsk film.

**Om Mavshack Facebook**

Mavshack Facebook visar filmer för våra fans direkt på Facebook Vi har idag lanserat för Filippinerna och nyligen i Sverige



February 21, 2013

For Immediate Release

**MAVSHACK ANNOUNCES MEDIA DISTRIBUTION AGREEMENT WITH 2 INDEPENDENT PHILIPPINE FILM PRODUCTION COMPANIES, PLUS HOLY WEEK MASS LIVE-STREAM FROM SACRED HEART OF JESUS**

Mavshack.com, a division of 24h Technologies of Stockholm, Sweden, today announced that it has secured agreements with 2 of the Philippines' premier independent film production companies for streaming films on the Mavshack.com global media platform. In addition, Mavshack announced that it will stream Catholic Mass from Sacred Heart of Jesus in Quezon City, Philippines, featuring father Benigno Beltran.

Kuwentista Production and Apogee Productions Inc. are the first 2 independent production firms that have agreed to broadcast their properties on Mavshack.com.

Kuwentista is a multi-award-winning production company based in Quezon City, Philippines, that focuses on advertising, events, films, new media, and television. Kuwentista president **Ma-An L. Asuncion** is a freelance producer for ABS-CBN Global's advertising needs. She has also worked as Production Manager for the award-winning independent film "Kubrador" (Bet collector) and commercial films Apat Dapat, Cute ng Ina mo, Big Love under a Viva Films/Star Cinema co-production and Disney Channel's interstitial plug "Disney Hidden Talent".

Kuwentista principal **Michael Angelo Dagñalan** is an award-winning film & television director. His second full-length film "Layang Bilanggo" (Life Sentence) won Best Picture, Best Director, Best Actor and Best Screenplay at the 6th Cinema One Originals Digital Film Festival (2010). His first full-length film, ISNATS (Snatcher), was the first batch for Cinemalaya Philippine Independent Film Festival in 2005. The film's screenplay previously won first prize at the prestigious Don Carlos Palanca Memorial Awards for Literature in 2002. Dagñalan is a board member of the IFC (independent filmmakers cooperative).

Apogee principal and former president **Albert Almendralejo** is a marketing and activations specialist/ filmmaker focused on large consumer brands. He operates out of Malate, Philippines, and is also a board member of the IFC.

Fr Benigno Beltran is a Catholic priest, an award-winning author, a tech-savvy social activist and a champion of the poor and marginalized people. He has famously spent over 25 years working with the scavenger residents on top of "Smoky Mountain", the third largest untreated dump site in the world.

Mavshack.com President Jonas Litborn said: "Mavshack.com is the world's premier on-demand media service targeted at the worldwide Filipino community. Our viewer base is growing at an incredibly rapid pace, on the strength of our existing catalog of Viva- and Star-produced cinema content. Today, we mark an extremely important



event in the development and broadening of our media offerings, with the addition of these 2 film companies' properties to our library, and with the expansion into live event streaming.

“On the media content side, we are honored to have such accomplished independent filmmakers on board with us. We are delighted and confident that the new content from Apogee and Kuwentista will both accelerate and reinforce our dominant position in this emerging market, and will widen the appeal of our service to an even greater cross-section of the worldwide Pinoy community.

On the live event streaming side, we are beyond honored to be associated with Father Beltran, especially during Holy Week. We also look forward to making his inspiration available every Sunday moving forward.”

The new Mavshack / Kuwentista / Apogee / Beltran agreements were made possible by the parties' mutual association with GlobalPinoyNetwork.com, a rapidly emerging presence in the Pinoy media market and a key content partner with Mavshack. The media properties made available in today's announcement will be able to be viewed both on [www.mavshack.com](http://www.mavshack.com), as well as on [www.globalpinoynetwork.com](http://www.globalpinoynetwork.com).

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Mavshack.com is a Stockholm, Sweden-based global media-streaming company, with offices in Stockholm, Manila, and Toronto. Mavshack's service allows multimedia content to be streamed to any web-enabled device, including laptops, desktops, smart phones, tablets, and televisions. Mavshack offers free and subscription-based movies targeted at the worldwide Filipino audience. Mavshack has in a few months amassed over 300,000 Facebook likes, which translates into a universal reach of over 65 million viewers, making Mavshack the largest and fastest-growing Pinoy media distribution company in the world.

GlobalPinoyNetwork.com (GPN) is the world's first multimedia portal dedicated to the needs and interests of the worldwide Filipino community. With offices in Hong Kong, Manila, and Los Angeles, GPN is focused on providing value-adding products and services to enhance the lives of individual Filipinos, and on bringing a sense of unity and community to the geographically dispersed Pinoy population.

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February 21, 2013

For Immediate Release

## MAVSHACK ANNOUNCES LONG TERM STRATEGIC ALLIANCE WITH GLOBALPINOYNETWORK.COM

Mavshack.com of Stockholm, Sweden, today announced a long-term strategic alliance with GlobalPinoyNetwork.com of Los Angeles, California, USA.

Mavshack.com CEO Jonas Litborn states: “Mavshack.com is the world’s premier on-demand media platform targeted at the worldwide Filipino community. Our viewer base is growing at a rapid pace, on the strength of our current catalog of Pinoy cinema content and the world’s best streaming hardware network. GlobalPinoyNetwork.com has assembled a fast-growing catalog of content relationships as well, with an excellent model for long-term relationship building with the worldwide Filipino community. We have found that our companies’ visions are highly complementary, and will remain so into the future. We are excited to be working together to offer the world’s best Pinoy media experience.”

GlobalPinoyNetwork.com CEO Jerry Lozano added, “For several years I had the honor of working with the Festival of Philippine Arts and Culture (FPAC) and Southern California Fil-Am Arts, and learning about the needs of the Pinoy artist community. Out of this richly rewarding experience grew a vision to create a distribution platform to support the Filipino worldwide arts community by allowing Pinoy artists and organizations an opportunity to make an income from their hard work by presenting them to a wider global audience. By partnering with Mavshack, realizing that vision has become 50% easier. We are excited to bring all of our media partners into the Mavshack platform.”

To date, Mavshack.com streamed media to 36 countries in Europe and North America, on an extremely robust HD-capable platform that works with any web-enabled device. Now, under the new Mavshack / GPN alliance, Mavshack viewers will be able to enjoy free and subscription-based content worldwide on both [www.mavshack.com](http://www.mavshack.com) and on [www.globalpinoynetwork.com](http://www.globalpinoynetwork.com) ‘s Mavshack channel.

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Mavshack.com is a Stockholm, Sweden-based global media-streaming company, with offices in Stockholm, Manila, and Toronto. Mavshack’s service allows multimedia content to be streamed to any web-enabled device, including laptops, desktops, smart phones, tablets, and televisions. Mavshack offers free and subscription-based movies targeted at the worldwide Filipino audience. Mavshack has in a few months amassed over 300,000 Facebook likes, which translates into a universal reach of over 65 million viewers, making Mavshack the largest and fastest-growing Pinoy media distribution company in the world.

GlobalPinoyNetwork is the world’s first multimedia portal dedicated to the needs and



interests of the worldwide Filipino community. With offices in Hong Kong, Manila, and Los Angeles, GPN is focused on providing value-adding products and services to enhance the lives of individual Filipinos, and on bringing a sense of unity and belonging to the geographically dispersed Pinoy population.

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February 21, 2013

For Immediate Release

## MAVSHACK ANNOUNCES MEDIA STREAMING AGREEMENT WITH OISHI MEDIA

Mavshack.com, a division of 24h Technologies of Stockholm, Sweden, today announced that Los Angeles, California-based Oishi Media will be providing media content for streaming on the Mavshack.com global media platform.

Mavshack.com CEO Jonas Litborn states: “Mavshack.com is the world’s premier on-demand media service targeted at the worldwide Filipino community. Our viewer base is growing at an incredibly rapid pace, on the strength of our existing catalog of Pinoy cinema content. Today, we mark an extremely important event in the development of our media offerings, with the addition of Oishi media’s cutting-edge artistic work. We are delighted and confident that the new content from Oishi will both accelerate and reinforce our dominant position in this emerging market, and will widen the appeal of our service to an even greater cross-section of the worldwide Pinoy community.”

Oishi Media president Marvin Sugoi added, “The Oishi Media team has long prided itself on its unwavering focus on quality, edgy media products that showcase the richness of the Pinoy art and music world. We have already done quite well even as a mostly underground organization, and our market studies have shown that Pinoy viewers around the world are positively stunned to discover what’s going on in our artistic community. Today, we are excited to partner with as far-reaching an online global platform as the Mavshack / GPN alliance. We feel that this partnership will expose some very exciting new frontiers in Pinoy art and entertainment to a much larger, more global audience.”

The new Mavshack / Oishi agreement was made possible by both parties’ mutual association with GlobalPinoyNetwork.com, a rapidly emerging presence in the Pinoy media market and a key content partner with Mavshack. Oishi will make a growing number of their properties available to be streamed via both [www.mavshack.com](http://www.mavshack.com) and [www.globalpinoynetwork.com](http://www.globalpinoynetwork.com).

To date, Oishi’s catalog has been primarily in music video, but the company is also expanding into developing other content as well. Plans are already underway for Oishi, Mavshack and GPN to collaborate on a joint studio and production facility in Los Angeles to create jointly-owned properties that will also be streamed on Mavshack and on GPN’s Internet television channels.

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Oishi Media is a Los Angeles-based production company currently focused on urban Asian musical artists, as well as a range of classical and more traditional Filipino musical acts. Oishi possesses several of the most-viewed music videos in the Pinoy music world.

GlobalPinoyNetwork.com (GPN) is the world's first multimedia portal dedicated to the needs and interests of the worldwide Filipino community. With offices in Hong Kong, Manila, and Los Angeles, GPN is focused on providing value-adding products and services to enhance the lives of individual Filipinos, and on bringing a sense of unity and community to the geographically dispersed Pinoy population.

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