

## **Cinedigm to beam Chinese content into US**

US digital media company Cinedigm is set to launch a new over-the-top (OTT) channel for Chinese content in North America.

The new service will be dedicated exclusively to the distribution of Chinese film and TV content as the company believes there is a growing untapped market for such content in North America.

According to company chairman and CEO Chris McGurk who gave a speech during the Beijing International Film Festival, 198 million OTT consumers generated \$22.6 billion of revenues in 2017 and the numbers are expected to expand to 240 million users and \$33.6 billion by 2021. Despite this growth, there are virtually no Chinese services targeting general American audiences in any significant way.

To build the channel, Cinedigm will work closely with its Chinese backers Bison Capital and Starrise Media. Hong Kong-based media investor Bison Capital completed a majority investment in Cinedigm last November, while Chinese entertainment company Starrise Media will co-produce and distribute films and other content in North America and China through a strategic partnership formed in January.

Cinedigm has also added six new Chinese entertainment partnerships at a signing ceremony at the Beijing festival. The partnerships included Beijing-based media and documentary company China Intercontinental Communication Center; Youku Pictures Inc, a subsidiary of China's internet giant Alibaba; the first Hong Kong-listed Chinese video media enterprise V1.CN; Ling He Culture Media (Shanghai), most famous for its online series; Youth Studio, a subsidiary of Beijing Film Academy; and Emei Studio Group, a major state studio group.