Rightster partners with major Facebook star and expands European YouTube talent roster.

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Rightster Group plc (LSE AIM: RSTR), the digital video distribution and monetisation network, today announces a new partnership with one of the most influential Facebook video creators, Jack Jones TV, and five new partnerships with YouTube video creators, with the aggregated social following of over 9.5 million.

Jack Jones is one of the most popular Facebook stars making original video for the platform today, with 2.4 million Facebook page likes and his highest-ranking video achieving 13 million views to date. The new partnership through celebrity talent booking agency Big Talent, is the first Facebook talent addition to the Rightster influencer network as the company continues to grow and strengthen its platform-agnostic approach. As part of the partnership, Rightster will supply multi-platform distribution services, audience development support and online video expertise for Jack Jones TV as it expands onto platforms like YouTube. In addition, Rightster will connect Jack Jones TV with its network of partners for brand deals to build the Jack Jones TV online presence.

Jack Jones, comments: "I'm thrilled to have joined the Rightster network and to be working together with the team to help me develop my YouTube channel."

Patrick Walker, CEO at Rightster, adds: "Jack Jones is a phenomenal talent who has built up a huge following in a short space of time on Facebook, the fastest growing video platform. We're impressed with how quickly he has established his brand and are delighted that our first Facebook-native partnership is with such an influential figure."

Rightster also announces the expansion of its YouTube talent network in Europe including two new partnerships with Spanish YouTube creators Alvaro Kruse, one of the most popular male beauty vloggers in Spain, and MrGranBomba, whose fast growing channel of pranks and hidden camera comedy is a great addition to the Rightster influencer network. Furthermore, Rightster has signed agreements with three popular French creators: lifestyle and beauty vlogger Eimadolly, gamer Wartek, and short-film creator MrAntoineDaniel. The partnerships include Rightster managing digital video strategy, brand partnerships and audience development for the creators' channels.

ENDS

For further information visit www.rightster.com or please contact:

Rightster Group plc Patrick Walker, CEO Niall Dore, CFO	via Newgate
Cenkos Securities plc Max Hartley/Mark Connelly (Nomad)	Tel: 020 7397 8900
Newgate Tim Thompson/ Robyn McConnachie	Tel: 0207 653 9850

About Rightster Group plc

Founded in 2011, Rightster is already the number one global multi-platform network for online video. Rightster's cloud-based software and services platform makes it simple for Content Owners, Creators, Brands, Publishers and Platforms to unlock the value of online video, whether on a licenced, ad-funded, direct to consumer or paid placement basis. Rightster's network stands at over 2,500 Content Owners and over 10,500 Publishers, managed by global and local teams in 13 offices across North America, Europe and Asia Pacific.

Company Contact:

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