

Trusted Media Brands Adopts Theta EdgeCloud Video to Power Exclusive Channels on Streaming Apps



LOS ANGELES, CA - August 26, 2024 – [Theta Labs](#), the leading blockchain decentralized cloud for AI, media and entertainment, is expanding its partnership with [Trusted Media Brands](#) (TMB), the world's leading community-driven entertainment company. By leveraging Theta EdgeCloud video technology, formerly known as Theta Video API, into its branded apps, TMB is offering two all-new streaming channels from FailArmy and The Pet Collective, available exclusively to audiences on connected TV and mobile platforms, including Roku, Fire TV, Vizio, Samsung, Android TV, Apple TV, iOS and Android.

Theta EdgeCloud is powering the curated 24/7 commercial-free channels on two of TMB's apps: The Pet Collective and FailArmy. "Nothin' But Dogs" on The Pet Collective is an around-the-clock stream featuring the best puppy content from the brand's extensive library of adorable video series, and "Ball Busters" will showcase a nonstop collection of sports-related mishaps from the FailArmy vault.

TMB already delivers over 12 billion minutes of streaming TV watch time each year, and now the company is super-serving its most passionate fans on the FailArmy and The Pet Collective apps. By seamlessly integrating these exclusive Theta EdgeCloud-powered channels into the app experience, users can enjoy fresh, curated content they can't find anywhere else.

"Partnering with Trusted Media Brands to power exclusive streams in their popular apps is a testament to the transformative potential of Theta EdgeCloud," **said Mitch Liu, co-founder and CEO of Theta Labs.** "By enabling seamless streaming experiences on mobile and TV devices, we are redefining the future of digital content

delivery. We're proud to support Trusted Media Brands in providing commercial-free, curated content to their audience, and we look forward to continuing to push the boundaries of decentralized edge cloud video technology and OTT streaming together."

"This collaboration not only highlights the versatility of Theta EdgeCloud video technology but also signifies a significant step forward in OTT streaming at-large" **said Jacob Salamon, VP of Business Development at TMB.** "With our diverse portfolio of leading brands engaging over 250 million consumers worldwide, we're dedicated to delivering exceptional content experiences across streaming TV, social media, and web. Theta has continued to be a valuable partner that helps us move forward with innovation across our business."

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About (TMB) Trusted Media Brands

TMB (Trusted Media Brands) is the community-driven entertainment company engaging more than 250 million consumers worldwide across streaming TV, social media, web and print. Our portfolio of brands including [FailArmy](#), [Family Handyman](#), [People Are Awesome](#), [Reader's Digest](#), [Taste of Home](#), [The Healthy](#), and [The Pet Collective](#), is powered by content that's inspired and created by our fans. Together our community sparks curiosity, fuels laughter, and inspires people to live big, full, fantastic lives. Learn more about our brands, our data-driven marketing solutions, our award-winning licensing services, and much more at trustedmediabrands.com.

About Theta Labs

Theta Labs pioneered [Theta Network](#), the leading blockchain decentralized cloud for AI, media and entertainment. [Theta EdgeCloud](#) is the first hybrid cloud-edge computing AI platform, powered by the Theta Edge Network with over 30,000 distributed global edge nodes and 80 PetaFLOPS of always available distributed GPU compute power. Theta is among the top 10 DePIN blockchains by market capitalization listed on both [Coinmarketcap](#) and [Coingecko](#), and among the top [AI tokens on Binance.com](#). [Theta EdgeCloud Video](#) is a turn-key Web3 video API for developers offering significantly lower video transcoding and content delivery costs. Theta's Web3 infrastructure including [ThetaDrop](#) NFT marketplace and [Theta Web3 Theatre](#) enable entertainment companies to drive new revenues and community engagement.

Backed by Google, Samsung, Sony, Creative Artists Agency, and Binance, Theta's enterprise validator and governance council is composed of global market leaders. Theta has partnered with leading entertainment brands including Lionsgate, MGM, Katy Perry, American Idol, The Price is Right, Taste of Home, and more. Popular platforms utilizing Theta's Web3 infrastructure include MetaCannes Film3 Festival, FuseTV, CONtv Anime, WPT, PetCollective, FailArmy, and others. Theta's strategic corporate investors include [Samsung NEXT](#), [Sony Innovation Fund](#), [Bertelsmann Digital Media Investments](#) and [CAA](#).

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