

## News Release

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### **Switch Media enters Asia Pacific as part of global expansion**

Video technology leader Switch Media has announced the appointment of an experienced executive in business development for leading OTT content providers to support its business expansion plans in the region.

Oscar Gutierrez takes on the newly created role of VP Business Development, Asia which will see him spearhead Switch Media's Asia Pacific business at a time when the region's demand for video continues to grow.



He will also support the company's business development activities in other markets, drawing on his previous business development experience for OTT technology providers in the Asian, Latin American, European and the Middle Eastern markets.

Switch Media's expansion into Asia Pacific as part of its global expansion strategy comes as new data on the area's current streaming landscape highlights the region's growth opportunities in an extremely active video space.

The research by Media Partners Asia found the online video market in the Asia Pacific region is set to grow from US\$21 billion at 2018 to US\$48 billion as a result of better monetisation of content, more premium entertainment and sporting content being offered and the growth of broadband and digital payments.

Mark Johns, CEO of Switch Media, said Gutierrez's extensive corporate career coupled with his immense knowledge of the sector is what makes him a great asset to the company's development overseas.

"Mr Gutierrez holds a highly successful track record of building clientele and revenue streams for previous employers," he said.

“His experience in the Middle East, South America, Europe and the Asia Pacific means that he’ll be able to leverage his deep knowledge of the industry and established relationships to help introduce Switch Media’s award-winning technologies into one of the fastest growing OTT markets in the world at just the right time.”

Mr Gutierrez, who will take the reins of Switch Media’s growth and partnerships in the Asia Pacific, said he looked forward to drawing on his 20-year background in technology and media to help grow the Switch Media brand.

“Switch Media not only has great technology and products, such as its Server-Side Ad Insertion Product AdEase, to support content owners but also has the passion for growing its business in the APAC region in the near future,” Mr Gutierrez said.

“The market for streaming services in Asia is changing with Netflix, iflix, Viu and Hooq being powerful players in the industry and elevating the level of expectation video content consumers hold,” Gutierrez said.

“Being able to provide premium technologies that can offer viewers something exclusive, yet affordable is crucial for content owners to break through such a dense and competitive market.”

Mr Gutierrez’s appointment follows closely to Switch Media’s employment of Hans Belz as Business Development Manager of the Middle East and Africa (MEA) – another reflection of the company’s overarching global expansion strategy.

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About Switch Media: Founded in 2006, Switch Media has extensive experience in delivering complex, multi-award-winning solutions for major content providers and live events worldwide, including the Olympics and Game of Thrones. Evolved over more than a decade to address the most complex media workflows, Switch Media’s modular product suite integrates with existing systems to deliver exceptional online video. Use any or all its capabilities to enhance, replace or launch the best viewing experience for your audience, across any screen. Effortless Video. [www.switch.tv](http://www.switch.tv)