



Cinedigm's 24/7 ESports-Focused WHAM Network Launches on XUMO, Twitch, and The Web Today

April 9, 2018

WHAM Offers Viewers Original Content and Tournament Coverage such as esports Central Live, UMG Gaming, Clip Blip, Game Bytes, Retro Gaming From The Strong Museum & Much More For Free

SHERMAN OAKS, Calif., April 09, 2018 (GLOBE NEWSWIRE) -- [Cinedigm](#) (NASDAQ:CIDM) announced the launch of the free 24/7 digital-first gaming and esports-centered WHAM Network (WHAM), coming to XUMO, Twitch, and web and mobile devices beginning today, Monday, April 9. The launch is part of Cinedigm's continued commitment to reshaping the traditional television experience by offering viewers a lineup highlighting both "lean-back" programming as well as curated on-demand content.

Founded by Gary Kleinman in 2016, the WHAM Network is a partner of leading independent content distributor Cinedigm, with both companies jointly operating the channel. Made by gamers for gamers, WHAM is devoted to providing innovative and immersive programming covering the latest in industry news and the celebrity gaming scene, and providing original series, intense esports tournaments, and in-depth coverage of live events.

WHAM's 24/7 channel puts the spotlight on a wide range of gamer and esports-driven programming that includes original content such as *UMG Gaming*, showcasing thousands of hours of game tournaments and highlights; *Clip Blip*, an outrageous compilation series of epic tales and tragic fails from across the 'Streamosphere;' and *esports Central Live*, broadcasting esports news, industry developments, new releases, and tournament results live from WHAM's studio in Las Vegas. Also, WHAM's schedule will feature *Retro Gaming From The Strong Museum*, highlighting classic video games, commercials, and gameplay, and bringing the stories of some of the most legendary gaming franchises to life through exclusive interviews with the developers who created them; and *Game Bytes*, an engaging and entertaining look at the ever-popular bar/restaurant gaming scene.

With the launch, WHAM will now be made available via web and mobile browsers. WHAM's impact will be further expanded through Cinedigm's partnership with the rapidly growing over-the-top (OTT) XUMO platform, which is natively accessible in more than 45% of the smart TVs in North America and will deliver WHAM's exclusive content to over 20 million homes across the country. XUMO users will be able to enjoy the WHAM Network at xumo.tv and will have further access across XUMO's footprint on iOS and Android mobile devices, as well as on LG, VIZIO, Hisense and Sharp smart TVs in May. Additionally, viewers will be able to access it as a digital-first offering on the world's leading social video service and video game culture community, Twitch.

"Gaming lifestyle and esports content will be a multi-billion dollar industry within the next two years," said Erick Opeka, EVP of Cinedigm Networks. "We're excited to tap into this flourishing market with the launch of the WHAM Network, providing its passionate fan base with carefully curated free programming designed specifically for them."

"The WHAM Network is proudly made by gamers for gamers," said Gary Kleinman, WHAM founder. "With this extensive launch, our exclusive content will be able to reach even more gaming enthusiasts than ever before. We look forward to becoming a permanent part of this diverse and knowledgeable community, as we strive to provide them with unique and in-depth programming that they cannot find anywhere else."

"WHAM is a significant addition to the XUMO channel lineup as we continue to broaden and deepen our offering of gaming content," said Stefan Van Engen, SVP of content programming and acquisitions at XUMO. "The combination of a lean-back, 24/7 live and a curated, lean-in video-on-demand experience showcases the best of the XUMO platform, and provides fans with a perfect home for everything they love about esports."

The first-look video is [downloadable here](#) and the [logo here](#).

ABOUT WHAM Networks Inc.

WHAM is an independent and agnostic media platform dedicated to the lifestyle and culture of gaming on a global basis. A 24/7 channel that has original programming and third party relevant gaming content and can be found on OTT channels, mobile devices and connected television. WHAM has partnered with Cinedigm (NASDAQ: CIDM) for the distribution of its channel alongside with owned and operated Cinedigm channels Docurama, CONtv, COMBAT GO and the Dove Channel found on over 530 million addressable devices across more than 1,200 device models.

ABOUT Cinedigm

Cinedigm (NASDAQ:CIDM) powers custom content solutions to the world's largest retail, media and technology companies. The global company provides premium feature films and series to digital platforms including iTunes, Netflix, and Amazon, cable and satellite providers including Comcast, Dish Network and DirecTV, and major retailers including Wal-Mart and Target. Leveraging Cinedigm's unique capabilities, content and technology, the company has emerged as a leader in the fast-growing digital-first channel business, with five networks under management that reach hundreds of millions of devices while also providing premium content and service expertise to the entire OTT ecosystem. With reciprocal distribution partnerships in both the United States and China, Cinedigm's growing stable of platforms has unprecedented availability in the two largest markets in the world. Learn more about Cinedigm at www.cinedigm.com

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About XUMO

A streaming television company based in Irvine, California, XUMO delivers over-the-top (OTT) video-on-demand (VOD) and LIVE linear digital channels direct to consumers through smart TV, mobile and other streaming device integrations. Through strategic partnerships and native

integrations with LG Electronics, Hisense USA Corporation, and Panasonic, XUMO has developed one-click access for consumers to conveniently stream free content. Channel Plus, exclusively powered by XUMO, for 2012 to 2017 LG smart TVs presents consumers with OTT content in both linear and VOD formats. XUMO for Hisense, is available as a virtual input on select 2017 and 2018 models of Hisense and Sharp branded smart TV's. A step above standard OTT companies, XUMO is also available as a button on the remote control for 2016-2018 VIZIO D-Series and SmartCast TVs. XUMO brings consumers more than 140 premium digital channels via applications that are fully equipped with content recommendations, curated programs and dynamic ad insertion capabilities. XUMO is also available on several other smart TV brands such as Samsung and Funai Electric Co., Ltd. who manufactures and sells Magnavox, Philips and Sanyo in North America as well as iOS, Android, and set top boxes such as Layer3 TV and Roku devices. Learn more about XUMO at www.xumo.tv and follow [@XumoTV](https://twitter.com/XumoTV) on Twitter.

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