



## RED BEE MEDIA PRESS BACKGROUNDER

**We're connection makers. We build bridges between content and viewers; bringing them together with smart technology and persuasive creative thinking.**

The media world is changing by the day. The power of the internet to deliver video content is dramatically re-shaping market dynamics. What used to be called television is watched on any number of different devices. Now, traditional broadcasters battle in the same space as telecoms, platform owners, gaming companies and software giants. And as the barriers to entry fall, new players continue to flock to market.

Crazy times call for a different kind of thinking. Because in the eye of this massive change, connecting viewers to content is the ultimate endgame. And that's where we come in.

No matter what screen, no what matter what platform, Red Bee Media can make those crucial connections. Our powerful blend of creative, technical and strategic expertise will create demand for your content, then ensure you deliver it to the widest possible audience.

This changing world excites us. We look to embrace it; to harness our expertise in digital media to offer our clients smart and agile solutions to their many challenges; to forge innovative relationships and anticipate demand right across the new uncharted media landscape.