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Loop Media Helps Businesses Migrate to Streaming with Bandwidth Reducing Technologies

Loop Media's end-to-end Free Ad-Supported Television (FAST) solution has proprietary hardware and software design features that combat and offset weak internet connections in businesses, improving resiliency against interruption and increasing ease of integration with other systems

GLENDAL, Calif.--(BUSINESS WIRE)-- Loop Media, Inc., ("Loop Media"), (NYSE American: LPTV), a leading multichannel streaming platform that provides curated music video and branded entertainment channels for businesses and consumers, today announced an awareness campaign around the technological accessibility, universality, and resiliency of its end-to-end ad-supported, content and entertainment solution that is 100% free to businesses.

For the first time ever, in 2022, [more Americans watched streaming TV](#) over cable TV. Loop Media believes this same trend towards streaming and away from traditional cable TV is evident in the out of home market, with companies like Loop Media providing alternative content choices on a free ad supported basis to these businesses. However, businesses face unique challenges when it comes to services requiring high speed Internet. While the [national average internet speed is 119.03 Mbps](#), Loop Media reports that the average speed in the business venues in which it services is just 23.11 Mbps.

"There are a lot of services competing for bandwidth within today's modern business venues, and critical services like sales terminals simply can't afford to go offline," said Liam McCallum, Chief Product Officer and Co-Founder at Loop Media. "We also know that customer entertainment has become just as critical to a venue's success, so we've recently launched a suite of features to help a business more easily cut the cord and embrace a streaming platform for their customer entertainment like Loop Media."

Bandwidth Throttling

Most streaming services hungrily take all the bandwidth they can, but Loop Media's proprietary Loop Player has the option to throttle bandwidth requirements down to the bare minimum needed for operation. With this new option enabled, the Loop Player will reduce its speed to just 4Mbps, leaving plenty of bandwidth free for other critical services.

Networking Over TCP

Venues increasingly install multiple streaming devices, which normally increase bandwidth requirements in a linear fashion. Loop Players can now communicate between themselves

over internal networks rather than stream from the Internet to relieve congestion. This makes your Internet bill look like there's one streaming device rather than 10.

Media Streaming Availability

The Loop Player is adept at keeping channels playing reliably by prioritizing media traffic and adapting bitrates to even the slowest Internet connections. A venue owner can be rest assured, if the venue's internet becomes congested, the Loop Player should continue to entertain.

Jon Niermann, Loop Media CEO said, "Our mission above all things is to help businesses understand that we're constantly solving for anything and everything that's happening on their screens. Part of telling that story is making sure business operators understand just how easy and accessible we've made things from a technology standpoint."

Visit Loop.TV for more information.

About Loop Media

[Loop Media, Inc.](http://LoopMedia.Inc) ("Loop Media") (NYSE American: LPTV) is a leading multichannel streaming platform that provides curated music video and branded entertainment channels for businesses. Through its proprietary "Loop Player" for businesses, Loop Media is a leading company in the U.S. licensed to stream music videos directly to venues out-of-home ("OOH").

Loop Media's digital video content reaches millions of consumers in OOH locations including bars/restaurants, office buildings, retail businesses, college campuses, airports and on free ad-supported TV platforms like Roku and at local gas stations on GSTV terminals and in 400,000 hotel rooms in over 1300 hotels in the United States.

Loop is fueled by one of the largest and most important libraries that includes music videos, movie trailers and live performances. Loop Media's non-music channels cover a multitude of genres and moods and include movie trailers, sports highlights, lifestyle and travel videos, viral videos and more. Loop Media's streaming services generate revenue from advertising, sponsorships, integrated marketing and branded content from free-ad-supported-television ("FAST") and from subscription offerings.

To learn more about Loop Media products and applications, please visit us online at Loop.tv

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This news release includes "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including, but not limited to, Loop Media's ability to compete in the highly competitive markets in which it operates, statements regarding Loop Media's ability to develop talent and attract future talent, the success of strategic actions Loop Media is taking,

and the impact of strategic transactions. Forward-looking statements give our current expectations, opinion, belief or forecasts of future events and performance. A statement identified by the use of forward-looking words including "will," "may," "expects," "projects," "anticipates," "plans," "believes," "estimate," "should," and certain of the other foregoing statements may be deemed forward-looking statements. Although Loop Media believes that the expectations reflected in such forward-looking statements are reasonable, these statements involve risks and uncertainties that may cause actual future activities and results to be materially different from those suggested or described in this news release. Investors are cautioned that any forward-looking statements are not guarantees of future performance and actual results or developments may differ materially from those projected. The forward-looking statements in this press release are made as of the date hereof. Loop Media takes no obligation to update or correct its own forward-looking statements, except as required by law, or those prepared by third parties that are not paid for by Loop Media. Loop Media's SEC filings are available at www.sec.gov.

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