

Resignation Media, Owner/Operator of CHIVE TV, Joins Digital Place Based Advertising Association

NEW YORK, October 18, 2016 – The Digital Place Based Advertising Association (DPAA) announced today that Resignation Media, owners and operators of the digital place-based network [CHIVE TV](#), has joined the rapidly growing association.

CHIVE TV delivers a five-hour viral video loop of stunts and hilarious licensed videos from YouTube talent, content partners as well as fans of Resignation Media's theCHIVE.com website. The network is enabled through Roku devices that let businesses to play free content on existing TVs, building one of the largest digital out-of-home networks in the U.S. Since its debut in April, the network has been distributed to more than 1,300 bars and other "points of party" across the U.S., and it continues to grow rapidly as evidenced by a recent distribution agreement between Resignation and Royal Caribbean, the world's largest global cruise line, which will feature CHIVE TV programming on all 25 ships in its fleet.

Earlier this month, Resignation Media announced a partnership with VentureFuel, Inc. to develop strategic alliances with Fortune 500 advertisers.

"The speed at which CHIVE TV has attained national scale speaks to how strongly their content resonates with millennial males," said Barry Frey, President & CEO, DPAA. "This is a highly desired target for advertisers and all of us at the DPAA are looking forward to working with Resignation Media to provide more tools to effectively monetize their audience."

Leo Resig, CEO, Resignation Media, said, "With our VentureFuel partnership and now our DPAA membership, we are well equipped to hit the ground running in our new initiative to bring advertisers on board to the CHIVE TV network. We look forward to working with Barry and his team."

Membership in DPAA encompasses numerous benefits, including admission to quarterly "mini summit" meetings with ad industry and DPB leaders; access to an extensive database of research, best practices and case studies; tools for planning, training and forecasting; social media amplification; publication discounts; an opportunity to participate in media partnerships as well as the DPAA-Nielsen Service Bureau and DPAA-Nielsen Digital Diploma Series Training Program; insights on software and hardware solutions; further integration into the advertising ecosystem as part of the video everywhere conversation and marketing campaign; and more.

The DPAA's annual Video Everywhere Summit will be held October 27 in New York. Leo Resig will join Barry Frey for a Q&A session to discuss CHIVE TV. The Summit will bring together more than 700 delegates representing brands, agencies, digital place-based networks, ad-tech, research firms and others for a full day of presentations, panels, case studies, networking events and experiential exhibits. The [Video Everywhere Summit](#)

is the leading event dedicated to multi-screen viewing and the video neutral planning mantra that has taken hold at many clients and agencies.

About Resignation Media, Inc. (www.resignationmedia.com)

Resignation Media owns and operates many of the Internet's most prolific digital lifestyle brands, including theCHIVE.com. RM boasts a thriving eCommerce storefront, TheChivery.com; a live entertainment group, Chive Studios; and OTT entertainment channel in CHIVE TV. RM also influences a community of active loyalists who visit their websites, advocate their brand, attend local functions, and drive charity efforts. Under a single focus in connecting millions of like-minded, Millennial members, Resignation Media has united its fan base in person and over the web. With over 150 employees and more than three million daily views across desktop, mobile web and mobile app platforms, Resignation Media serves its advertising partners with offices in New York, Los Angeles, Chicago, San Francisco and Austin.

About DPAA (www.videoeverywhere.com)

Founded in 2006, the Digital Place Based Advertising Association (DPAA) represents leading digital placed-based networks by promoting their integral role in the "video everywhere" ecosystem. The DPAA fosters collaboration between agencies and digital place-based networks; provides industry-wide research and best practices in areas such as mobile integration and programmatic; and promotes the effectiveness of digital place-based advertising. Digital place-based media is defined as networked digital video screens containing programming and advertising, reaching consumers on their daily journeys in places where they dwell.

The DPAA's annual Video Everywhere Summit brings together 700+ delegates representing brands, agencies, digital place-based networks, ad tech, research firms and others for a full day of presentations, panels, case studies, networking events and experiential exhibits. The Summit is the only event dedicated to multi-screen viewing and video neutral planning. The 2016 Video Everywhere Summit will be held on October 27 in New York.

The DPAA is a Video Everywhere Association™.

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