

# DistroTV Expands News-Driven Lineup; Adds Bloomberg TV and Bloomberg Quicktake to 150+ Channel Roster



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**DistroTV**, the nation's largest, independent free ad-supported streaming television platform, today announces the expansion of its news-driven channel lineup with the addition of Bloomberg TV and Bloomberg Quicktake. Both join the streaming platform's growing 150-plus channel roster and signify the platform's commitment to continue to grow its diversified content offerings to appeal to passionate viewers in the US, Canada, and the UK.

"Bloomberg Media is known for featuring independent voices who equip viewers with the news and analysis necessary to have an informed take on the latest in finance, technology, culture and politics, from the latest stock market trends to conversations surrounding the future of work to the pandemic's ongoing impact on local businesses and communities," said Navdeep Saini, founder and CEO of DistroScale, parent company to DistroTV. "The addition of these channels signify our ongoing commitment to deliver thought-provoking and engaging content to a globally-minded audience."

Bloomberg TV and Bloomberg Quicktake are two global networks from a newsroom of 2,700 journalists and analysts in 120 countries. Bloomberg TV delivers global financial news and market-moving analysis with shows such as Bloomberg Surveillance and Wall Street Week. Bloomberg Quicktake is a global streaming and social video network for a new generation of leaders and professionals, covering the biggest stories across business, technology, climate, culture, politics, society and personal finance. The channels join DistroTV's growing business section, with other channels including Black Enterprise, Entrepreneur, Real Vision, TD Ameritrade, and The Street available for live streaming on the platform.

"The addition of Bloomberg TV and Bloomberg Quicktake on DistroTV extends our reach to new audiences who are looking for trusted, global business news on streaming," said M. Scott Havens, Chief Growth Officer and Global Head of Strategic Partnerships, Bloomberg Media. "Both networks provide a unique content offering that reaches decision makers, business professionals and rising leaders who have high expectations from the content and news they consume."

DistroTV provides today's brands an opportunity to build a direct-to-consumer relationship with DistroScale and its network partners. DistroTV is a natural extension to DistroScale's long-standing expertise in video platforms and advertising. Since its launch in 2019, DistroTV has seen rapid growth concerning its breadth of content and global audience figures. In the last six months, viewership quadrupled and total watch time multiplied eight times over. The streaming platform focuses on building a robust network that delivers news, entertainment, music, sports, and lifestyle programming to audiences globally.

DistroTV has built a strong programming lineup of popular film and television channels, including Magnolia Pictures - CineLife, Euro News, Reelz, Law&Crime, Qello Concerts by Stingray, Magellan TV, People TV, and TD Ameritrade, among others. Additional independent channels include some of the following: Kweli TV, which spotlights the rich history and global diversity of the Black

community; Canela TV, featuring Spanish programming; Latido Music, the leading channel for Latin music; BritAsia Live for British Asians around the globe; Filmeraa, short-form movies and television in Indian and Korean; Venus TV, which features popular Bollywood movies, culture, and more.

To become a viewer, visit <https://www.distro.tv> or install DistroTV on Roku, Amazon Fire TV, Apple TV, iOS or Android.

### **About DistroTV**

DistroTV is the largest, independent, free, ad-supported streaming television service on the market. Launched in 2019 by parent company DistroScale, the platform caters to a multicultural, rapidly expanding, globally-minded audience of passionate viewers in the US, Canada, and UK. Satisfying the growing demand for premium video content in multiple languages, DistroTV delivers premium video content from producers globally across North America, the UK, Bollywood, Latin America, China, Southeast Asia, and growing. With more than 150 channels plus thousands of Video on Demand (VOD) shows, DistroTV cultivates content that covers a broad spectrum of topics to connect with people's passion points around Entertainment, Lifestyle, Sports, News, Documentaries and International Content in live, linear and video-on-demand formats. DistroTV is available on the web, as well as through Roku, Amazon Fire TV, Apple TV, and iOS and Android devices.

### **About DistroScale**

DistroTV is the first direct-to-consumer offering from DistroScale, a technology company founded in 2013 and known for providing a global clientele of thousands of media properties with the industry's most comprehensive video platform for web, apps, and streaming. DistroScale is an all-in-one solution providing infrastructure, content delivery, curation, analytics and a full suite of monetization options. Video enabled by DistroScale reaches more than 250 million visitors per month. The company is headquartered in San Francisco, CA. To become a DistroTV viewer, visit [www.distro.tv](http://www.distro.tv). More information on DistroScale & DistroTV is available at [www.distroscale.com](http://www.distroscale.com).

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## **Company Website**

<https://www.distro.tv>

## **Tags**

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