



DocuBay appoints The Vidya Collective for distribution in UK, EMEA

(September 11, 2019 – New York/London/Mumbai): **DocuBay**, the premium international documentary Membership VOD service by **IN10 Media**, appoints **The Vidya Collective** to expand DocuBay's distribution efforts in UK and EMEA. The Vidya Collective will oversee DocuBay's expansion in the UK and EMEA by developing associations with regional strategic partners.

Clare Kandola (CEO, The Vidya Collective) states: "We are delighted to partner with IN10 Media to increase DocuBay's reach to audiences in UK and EMEA, delivering first class documentaries and expand the OneTribe community. IN10 Media's experience bringing audiences fresh, engaging content ties perfectly with Vidya Collective's experience delivering high quality, compelling services to audiences in these territories. At a time when audiences increasingly seek high quality and inspiring documentaries, and with greater investment in the Documentary genre, we are excited to distribute this fresh, new membership VOD offering."

Akul Tripathi (COO, DocuBay) states: "As a part of our overall global rollout, UK and EMEA are important markets for us. Clare brings her vast experience within the international media distribution space. We are confident that The Vidya Collective will accelerate our business development efforts in these territories taking DocuBay's curated catalogue of premium international documentaries to a vast audience, eventually resulting in the uptake of OneTribe Memberships."

##ENDS##

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About DOCUBAY

Headquartered in Mumbai, India, DocuBay is a global, membership VOD streaming service and OTT platform exclusively designed to stream premium international documentary films. Specializing as a niche video service, DocuBay features content from all corners of the globe in a variety of categories and is available on platforms including the App Store, Google Play, Fire TV, and Apple TV, with additional platforms on the way. www.docubay.com

About IN10 MEDIA

IN10 Media is a network with diverse offerings in the media and entertainment sector. With deeply entrenched roots in the creative community and a long association with premium content, the brands in its folds—including EPIC Channel, EPIC On, DocuBay, Juggernaut Productions, and Showbox - cover every aspect of the content life-cycle across platforms. Led by entrepreneur Aditya Pittie, IN10 Media has its efforts focused on building world-class brands. www.in10media.com

About THE VIDYA COLLECTIVE

Vidya Collective is a media consultancy who works with clients to build, deliver and grow compelling content propositions that engage and excite audiences. Headquartered in London with a network of content specialists located across the UK, EMEA, North America and India, Vidya has developed OTT, VOD and broadcast propositions for the world's leading content providers, aggregators and platforms. Vidya Collective is a trading name of Hafshi Media Limited. www.vidyacollective.com