

# VIDEO DISTRIBUTION PLATFORM UNREEL.ME LAUNCHES WITH \$1 MILLION CREATOR APPRECIATION FUND

White-Label Platform Empowers Creators to Run, Monetize Their Own Video Networks

SAN FRANCISCO, Calif. (April 14, 2016) — Unreel Entertainment ([www.unreel.me](http://www.unreel.me)), a startup which catalogs trending video data, announced today the official launch of its white-label video streaming and distribution platform Unreel.me to help creators, MCNs, and publishers establish their own fully-branded homepages and video networks. To complement the launch, Unreel also unveiled the \$1 Million Creator Appreciation Fund for early adopters to receive 100% of the platform's initial revenue up to \$1 million.

Unreel.me users can aggregate videos from social accounts, upload exclusive content, and monetize their videos through advertising, paywalls, subscriptions, and merchandise sales, all while keeping a majority of the revenue generated. The platform also provides a socially-driven destination for super fans where they can interact with creators' content by commenting within scenes, making highlight reels, creating GIFs/MEMEs, and more.

"Unreel.me gives the power back to the creators by avoiding losing huge cuts of revenue from working with too many partners," says Krish Arvapally, Unreel.me Co-Founder and CTO. "With Unreel.me's automated content aggregation from several video sources, full customization/branding, built-in monetization capabilities, fan-social engagement features, and merchandise integrations, creators can truly build their video home on the internet and keep more money."

To invest in a better future for creators, Unreel has also pledged \$1 million towards the Creator Appreciation Fund, which Arvapally says was "designed to appreciate what content creators do and allow them to easily unlock and unleash their creativity using our platform." Under the fund, early adopters of Unreel.me get to keep 100% of the first \$1 million in revenue generated by paywalls and merchandise sales on the platform.

Dan Goikhman, Unreel.me Co-Founder and CEO, adds, "The idea is to give the ultimate flexibility to content creators and owners, while providing opportunities to maximize revenues directly. Until now, there's been a surprising lack of platforms solely dedicated to empowering creators and their fans that's also focused on increasing engagement, revenue, and leverage for the people creating the content which keeps us all entertained. We believe that the future of streaming is social and today's launch is our first step in realizing that vision."

Unreel.me is available on both mobile and desktop. Creators can sign up for their own homepages and streaming video networks at [www.unreel.me](http://www.unreel.me).

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### About Unreel

Founded in 2015 by Dan Goikhman, Krish Arvapally, Ryan James, and Akshay Arvapally, Unreel is on a mission to index the world's digital media and invest in a better future for video creators. Unreel.me helps users create and monetize their own video networks based on the trending moments their audiences want to see. Unreel is backed by Digital Ignition, Vineyard Point Associates, Poise Ventures, and a number of angel investors. The company was recently nominated for Axial's Growth 100 list and was selected as one of the top ten startups in News & Entertainment by Launch Festival 2016. For more information, please visit [www.unreel.me](http://www.unreel.me).

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