

Strategic Alliance between RTRWorldwide and Octopus TV Russian State Archive

RussiaTeleRadio Worldwide (RTRW) and Octopus TV are pleased to announce their strategic alliance to use Octopus TV's award-winning cloud based digital content management and delivery platform to enable RTRW to present and distribute content from one of the most precious and concealed archives in the world – the Russian State Archive (GosteleRadioFond), which holds a great number of treasures and secrets of the Soviet Era. Anthony Gould, The Executive Chairman of RussiaTeleRadio Worldwide and Andrew Eborn, President of Octopus TV, believe that this new strategic alliance offers a new and unique opportunity to capitalise on the growing demand for high quality content being made easily available to all broadcasters, programme makers and others around the world.

After years of negotiations with the Russian State, RTRWorldwide became a worldwide distributor for the Russian State Archive which is considered to be the third largest in the world and Russia's best. In 1998 it was included in the State Register of the most precious objects of the cultural legacy of the people of the Russian Federation by Decree of the President of the Russian Federation. The archive contains over 2 million items of art, history and culture, much of which has never been seen outside of the Russian Federation before but will now have the sophisticated, easy-to-use Octopus TV platform to deliver them in any format anywhere in the world.

Octopus TV is a leading edge cloud based, video and other digital content management and delivery platform and is continuously revolutionising the way content is managed, monetised and delivered around the world. The Octopus TV platform enables the secure storage, management and global delivery of content with unparalleled quality, functionality, security and fantastic intuitive user experience. Octopus TV has a diverse and impressive client base across several industry sectors including broadcasters, producers, studios, distributors, media groups, event organisers, sporting bodies, content owners, advertising agencies and their clients.

Octopus TV and RTRWorldwide will unite their unique assets, skills and expertise in order to create the "Russian Hub" which they believe should become the main source for searching anything Soviet/Russian. The platform will initially feature unique items such as lost ballet performances of the Bolshoi Theatre, concerts by extraordinary pianists and most famous and adored operas but will then expand the diversity of content available. RTRWorldwide and Octopus TV are confident that after the Russian State Archive is fully digitised and presented on the platform they will be able to take over and help other, smaller archives on the territory of the former Soviet Union.

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