

Digitalbox

10:40 01 Aug 2019

The Daily Mash owner Digitalbox agrees partnership with UK comedy video platform NextUp

Digitalbox PLC (LON:DBOX), the owner of satirical news website The Daily Mash, has agreed a partnership with UK comedy video platform NextUp that will bring in new ad revenues.

Under the deal, The Daily Mash will post short-form video content from NextUp's comedy library to its website and social media accounts.

The Daily Mash has more than 3.5 million visits to its website each month and more than 900,000 Facebook followers. Its BAFTA-nominated Mash Report, a satirical news show hosted by Nish Kumar, airs on BBC Two.

Digitalbox said the partnership will create a "considerable marketing opportunity" for NextUp as it seeks to grow its subscriber base.

For The Daily Mash, the agreement will provide its readers with videos of top stand-up comedians in the UK and will create a new advertising revenue stream, the group added.

James Carter, chief executive of Digitalbox, said: "The variety, and very funny content that NextUp will provide can vastly increase the level of video consumption by The Daily Mash audience."

NextUp boss, Daniel Berg, said: "We're really excited to be showcasing the comedians on our platform by harnessing the power of The Daily Mash and its incredible fan base. We've always admired The Daily Mash and what they've achieved and hope this partnership is just the beginning."

Price: £0.06

Market Cap: £5.64 m

1 Year Share Price Graph



February 2019 May 2019 September 20

Share Information

Code: DBOX

Listing: AIM

52 week	High	Low
	14.9	5.5

Sector: Media

Website: www.digitalbox.com

Company Synopsis:

Digitalbox was created because we believe the publishing model of old is broken. We believe the future of media is mobile and businesses free of legacy issues are those that will flourish. We've come a long way in a short period of time, but the journey has only just begun.

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