



Mavshack: Mavshack premieres at the International Film Expo

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Mavshack displayed its Facebook and portal streaming at the 2013 International Film Festival in Manila, Philippines. The two day event drew trade and industry representatives from various countries including France, Vietnam, Singapore, Malaysia, Japan, South Korea, Taiwan and others.

”The exhibit at this show featured our Facebook application, mobile app and our primary website. Mavshack was the busiest booth in the Expo especially with foreign film commissioners attracted to the concept of the Facebook app combined with a VOD portal.” stated Jerry Lozano, Global Director for Mavshack Philippines. ”We featured some on-site promotions with film students at the college level. They swarmed the booth more concerned with viewing and playing with the Facebook and mobile apps than the prizes. We ended up having to pull out every tablet from staff in our booth in order to allow more visitors to try out the applications.”

”The Expo featured an International section for ASEAN. Mavshack had meetings with film commissioners and representatives from Hong Kong, Taiwan, South Korea, Laos, Vietnam, Malaysia and Myanmar,” according to Jerry Lozano. ”We had very exciting meetings with the department of Tourism for the Philippines, and the Metro Manila Film Festival who both want to meet immediately after the Expo.”

”Another top development involved meetings with content providers. At least 5 new content suppliers were engaged in talks with us during the show. All are looking at moving forward within the next two weeks.” stated Lozano.

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About Mavshack AB (publ)

Mavshack AB (publ) with offices in Stockholm, Toronto, Los Angeles, Manila and Jakarta runs Mavshack.com, one of the fastest growing movie sites in the world. Mavshack also provides technologies to stream media in a cost efficient way.

Mavshack AB (publ) is a publicly traded company (www.aktietorget.se)