**WE OWN THE NIGHT TV – ON DEMAND IS LAUNCHED ON RED BEE’S OTT PLATFORM – DELIVERING EXCLUSIVE PAY-PER-VIEW DJ SETS TO INTERNATIONAL AUDIENCES**

**Red Bee Media is delivering its managed OTT services for the newly launched on-demand version of WE OWN THE NIGHT TV, the Dutch TV format providing live DJ sets of electronic dance music. WE OWN THE NIGHT TV – On Demand launched on September 1st, offering pay-per-view sets by international A-list DJ’s such as Blasterjaxx, Bassjackers and Julian Jordan. The service was created as a response to the widespread cancellation of live events in the wake of the coronavirus pandemic.**

“The coronavirus pandemic has had a major impact on the dance industry with promoters, suppliers and artists seeing their revenues disappear into thin air”, says Wilco Jung, creator of WE OWN THE NIGHT TV – On Demand. ”The goal is to re-establish the artist-fan connection by providing world-class beats to their homes. Using OTT this way is something unique in our industry and Red Bee enables us to do it. Our setup is pandemic proof and will generate necessary and fair income streams for all parties involved, while providing home party fuel for fans worldwide, now and long into the future.”

WE OWN THE NIGHT TV – On Demand is based on a pay-per-view model where audiences pay a small sum for the sets they watch, rather than paying a monthly fee. The content includes sets from established DJ’s with a large fan base, as well as rising stars looking to reach a bigger audience.

“The dramatic effects of the coronavirus pandemic, with a lack of live events, has created a large interest from the cultural sector to provide live and on-demand content directly to fans”, says Josbert van Rooijen , Head of Market Area Benelux, Central & Eastern Europe, Red Bee Media “WE OWN THE NIGHT – On Demand is a great example of how media and entertainment companies of all sorts and sizes are re-thinking their business model and how they reach audiences. We are happy to be part of this venture and hope people will enjoy the music!”

New live sets on WE OWN THE NIGHT TV – On Demand are published on a weekly basis and can be purchased for only €2,99 per set. Visit [ondemand.weownthenight.tv](http://ondemand.weownthenight.tv) for a full overview of all live sets.

Red Bee’s comprehensive OTT Platform gives brands and content owners the possibility to launch a fully-fledged streaming service, rapidly and easily. It supports all content formats including linear, live, catch-up and on-demand as well as the full range of monetization options (including ad-funded, subscription, pay-per-view and vouchers). The service integrates easily with many other Red Bee services including content aggregation, metadata and automatic captioning. The platform also includes advanced geo blocking and DRM options, which allows for audience segmentation.

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**For more information please contact**

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**About Red Bee Media**
Red Bee Media is a leading global media services company headquartered in London, with 2300 media experts in Europe, the Middle East, Asia Pacific and North America. Every day, millions of people across the globe discover, enjoy and engage with content prepared, managed, broadcast and streamed through Red Bee’s services. The company empowers some of the world’s strongest media brands, broadcasters and content owners to instantly connect with audiences anywhere at any time. Through an end-to-end, managed services offering, Red Bee provides innovative solutions across the entire content delivery chain – covering Live & Remote production, Managed OTT, Distribution, Media Management, Access Services, Content Discovery, Playout and Post-Production. **Red Bee – Wowing audiences. By creating what’s next.**

**Web:** [www.redbeemedia.com](https://www.redbeemedia.com/) **Twitter:** [@redbeemedia](https://twitter.com/RedBeeMedia) **LinkedIn:** [Red Bee Media](https://www.linkedin.com/company/red-bee-media/)

**About WE OWN THE NIGHT TV**

The mission of WE OWN THE NIGHT TV is to reinvent Saturday night entertainment.

Re-establish the artist-fan connection by creating a future proof content eco-system.

Being a weekly TV show revolving around electronic dance music available throughout the Netherlands on cable network Ziggo TV. And the newly launched On Demand platform that will fuel the homeparty of the international electronic music lovers.

WE OWN THE NIGHT TV is founded by Wilco Jung who earned his stripes in the music industry with WE ARE THE NIGHT. A content marketing agency specialized in international Artists and Events. Which is focussed on creating content in a smart and strategic way. Complementing the overall branding mission with a content plan that actually makes sense.

In his role as founder the company created content for a multitude of artist, labels and promoters such as Tiësto, Paul Oakenfold, Ferry Corsten, Robbie Rivera, Armada Music, Black Hole Recordings and the famous Electric Love Festival in Salzburg, Austria.

**Web WE ARE THE NIGHT:** [www.wearethenight.com](https://www.wearethenight.com) -

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**Web WE OWN THE NIGHT TV - On Demand** <https://ondemand.weownthenight.tv>

**For more information on WE OWN THE NIGHT TV - On Demand please contact**

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