Beat: Lifestyle

TASTEMADE is Opening A New STUDIO in JUNE in PARIS With Co-Founder STEVEN KYDD

Community of Food Lovers & Travellers

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USPA NEWS - TASTEMADE a Video Network that offers Food and Travel Related Programming for Online Audiences. Their Motto is : 'The way we watch video has changed, and quality entertainment that inspires people should be available to everyone, everywhere.' They claim to have 'set the standard for Mobile Entertainment. In just a few years our Community has grown to over 200 million People watching our Videos across a huge range of Channels, Devices and Apps, from the Web to Apple TV, Facebook, and Snapchat.'

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Founded in 2012 by Larry FITZGIBBON Steven KYDD and Joe PERE, Tastemade is a global, Digital Food and travel Network for Millennials that lets users explore cuisine from around the World through a mix of Original content and User-submitted Videos.

They have Studios in Los Angeles, SÃ£o Paulo, Buenos Aires, London, Tokyo.... And Now in PARIS since June 2017.

* 8 Languages
* 200 million+ Monthly Viewers
* 2 000 Yrs Monthly Watch Time
* 2 billion Monthly Views
* 300 million Monthly User Engagements
* Contents are available on Facebook, Instagram, Snapchat, AppleTV, Pinterest, Roku
* In early 2015, Apple added the Tastemade Channel to its Apple TV Device.
* In 2015, Tastemade was named one of the World's Top 10 Most Innovative Companies by Fast Company
* As with much of the Web Video Industry, Tastemade is seeing huge audience growth on Facebook
* The growth is due to a Content strategy that´s customized to how People are watching and Sharing videos on Facebook
* Continuing with its platform-specific approach to Distribution, Tastemade typically puts Full Episodes of its Originals on YouTube
(...)

- THE FOUNDERS :

* Larry FITZGIBBON
Co-founder and CEO Larry Fitzgibbon is an Entrepreneur, Advisor, and Media Technology Executive focused on Building Internet Media Companies.
* Joe PEREZ
Co-founder Joe Perez is an Entrepreneur, Edvisor, and Product Executive with over 20 years of experience in Technology, Media and Digital Health.
* Steven KYDD
Co-founder Steven Kydd is an Entrepreneur, Advisor, and Digital Media Executive with 20 years of experience in Video, Technology and International Business Expansion.

* *Photo Cover : Steven KYDD, Nathalie NGUYEN, Kevin D'ANDREA, Margaux GROSMAN

Source : Opening of A New Studio in PARIS with Steven KYDD himself and some Members of Tastemade's team.

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