

INSIGHT TV COMPLETES REBRAND INTO 8 CHANNELS AS IT IS POISED FOR A NEW ERA OF GROWTH

New Names, Colours, and Channels for Leading Millennial Channel Operator and Distributor

(Amsterdam, August 12th, 2022) [Insight TV](#), the leading millennial-focused global channel operator and content producer, today announces the rebranding and renaming of the Insight TV channels, in a strategic focus for continued growth.

The rebrand will be fully completed by the end of August, with changes already being seen on Linear TV. The rebrand will diversify the collection of Insight TV channels globally, allowing clearer differentiation between the channel names, platforms, and regions that Insight TV operates in, setting up the foundations for future growth and acquisitions.

The current four Insight TV channels: Insight TV UHD, Insight TV HD, Insight TV (Digital/FAST), and Insight TV (SVOD) platform, will now be renamed and rebranded into **INULTRA**, **INPLUS**, **INFAST**, and **IN.TV** respectively. Insight TV will now only be used as the company name.

The refreshed Insight TV brand identity features a bright universal blue colour instead of the current red as the main brand colour. As well as the newly renamed TV channels, Insight TV's other FAST channels (**INWILD**, **INWONDER**, **INTRouble**, **INBITES**) have also been refreshed using vibrant bright colours, retaining the focus on Insight TV's core Millennial and Gen-Z demographic audiences. The new rebrand comes ahead of new channel launches to be announced soon.

Rian Bester, Chief Executive Officer, INSIGHT TV

"It's more than just changing the name and colours of the business, it's a statement of intent to our commitment to growing the business, and it allows for us to create new opportunities globally in TV, entertainment, and beyond. The rebrand signifies our current workplace culture and ethos, matching the vibrancy, diversity and talent of our colleagues globally. It acts as a reminder of how far we've come and where we can go. We're in a very different position than in 2015 when Insight TV launched with just two TV channels. We now operate eight TV channels globally, soon to be nine, and we have new channel and content acquisitions in process, so watch this space!"

Insight TV continues to build on its strong Social Media presence of over 5M followers with dedicated content streams.

CHANNEL INFORMATION

INULTRA

Insight TV UHD becomes INULTRA, and is now available across Asia, Europe and The America's. The rebrand is now completed for INULTRA across all regions, and is available in the following Countries across a range of platforms and providers:

Austria, Andorra, Belgium, Bulgaria, Canada, China, Czech Republic, France, Germany, Iceland, India, Kazakhstan, Latvia, Lichtenstein, Maldives, Netherlands, Poland, Portugal, Romania, Russia, Slovakia, Spain, South Africa, South Korea, Switzerland, Turkey, Ukraine, and the United States.

ULTRA Inspiring, ULTRA Real and ULTRA powerful stories told in 4K UHD, featuring global influencers and disruptors who are challenging the status quo, and sharing their adventures and lifestyles.

INPLUS

Insight TV HD becomes INPLUS, and is now available across Asia, Europe and The America's. The rebrand is now completed for INPLUS across all regions, and is available in the following Countries across a range of platforms and providers:

Austria, Andorra, Belgium, Bulgaria, Czech Republic, Cyprus, Germany, Greece, India, Lichtenstein, Malta, Netherlands, Portugal, Russia, Saudi Arabia, Slovakia, Spain, Switzerland, Turkey, United State, United Arab Emirates.

INPLUS shares the stories, perspectives, and adventures from the disruptors who are challenging the status quo.

INFAST

Insight TV on Digital and FAST (Free Ad-Supported TV) platforms, now becomes INFAST, and is will be available across Asia, Europe, and The Americas.

The rebrand is still in progress with completion for all regions to happen in late August, and will be available across a range of FAST platforms and providers in the following Countries:

Austria, Australia, Canada, Germany, Switzerland, United Kingdom, The Netherlands, India Nordics, Spain, Mexico, United States

Fun & Amazing Stories To ignite your imagination. INFAST blends the best of entertainment, lifestyle, and storytelling, serving iconic and far flung adventures, from global influencers and disruptors around the world challenging the status quo.

IN.TV

Insight TV on our SVOD platform (watch.insight.tv) now becomes IN.TV.

The rebrand is still in progress with completion to happen in late August, and will be available across all regions and devices, providing wifi access and subscription. Viewers can still continue using the current **Insight TV SVOD**.

Jump IN to our world, anywhere, anytime, on demand. See the latest real and exciting stories from around the world in 4K.

INWILD

INWILD is available globally across Digital and FAST (Free Ad-Supported TV) platforms, and is available across Asia, Europe, and The Americas.

Explore the awe that is Planet Earth. INWILD takes you on an unforgettable adventure as we explore the awe of our planet's natural beauty and wildlife. Featuring the most exhilarating, beautiful, inspiring, and emotional content from Off The Fence and other partners.

INWONDER

INWONDER is available globally across Digital and FAST (Free Ad-Supported TV) platforms, and is available across Asia, Europe, and The Americas.

See the world through experiments, exploration and electrons. A refreshing and user-friendly take on science, technology, and everything in between with INWonder. From topics that span the secrets of the brain, mysteries of ancient civilisations and engineering feats, this is the channel that explores the wonders of our world.

INTROUBLE

INTROUBLE is available globally across Digital and FAST (Free Ad-Supported TV) platforms, and is available across Asia, Europe, and The Americas.

A whirlwind of action and excitement. Test your nerve with INTROUBLE, a whirlwind of action, excitement and thrilling experiences right on your screen. Starring some of the most-famous athletes in their field!

INBITES

INBITES is available globally across Digital and FAST (Free Ad-Supported TV) platforms, and is available across Asia, Europe, and The Americas.

Snackable stories. Dip into INBITES for a snackable mini-adventure! Created to reach people everywhere including on mobile with a focus on 1-to-6 minute experiences curated from our incredible library.

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To download assets please visit the story:

<https://newsroom.insight.tv/insight-tv-completes-rebrand-into-8-channels-as-it-is-poised-for-a-new-era-of-growth>

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About Insight TV

Based in Amsterdam and with offices in New York and Los Angeles, Insight TV is a global channel provider, content producer, distributor, and format seller. The company operates a linear channel Insight TV, which is also distributed through Smart TV and OTT platforms as well as via www.watchinsight.tv. Insight.TV also operates and distributes a suite of digital channels, including the millennial lifestyle channel Insight TV, short-form content channel InBites, action sports channel InTrouble, science, and tech channel InWonder, and nature and wildlife channel InWild, which is a co-venture with Off the Fence. Currently, Insight TV channels are available in 47 different countries. Specialising in story-driven content for millennial and Gen-Z audiences, Insight TV's original programming seeks to connect global communities through authentic voices and global influencers. Insight TV has partnered with prestigious global brands and broadcasters such as BBC Three, Red Bull Media House, G2 Esports, VICE Media, BT Sport, and others to co-produce series filmed around the world. All content is filmed in vivid 4K UHD HDR and is available both in 4K UHD and HD to MVPDs, OTT, and mobile video platforms.

www.insight.tv