

Streaming engagement innovator GNB and Wisecrackin's award-winning Executive Producer Angie McMahon to collaborate.

GNB to add its pioneering engagement platform to the Wisecrackin' streaming comedy show.



Colorado, Denver, Jun 24, 2021 (Issuewire.com) - GNB, developers of next-generation technology for engagement with streaming content, and award-winning Executive Producer and Showrunner Angie McMahon, the Producer of Chicago's Wisecrackin' weekly streaming comedy show, have entered into an agreement to enhance the show's format with built-in fan engagement and story-telling.

"As we think of our audience and how to offer the best streaming experience possible for our show," said McMahon "we wanted to go beyond just content and basic interactions and include fan story-telling and real-time engagement from the start." She added, "GNB's platform is leading-edge across any content and we are excited to work with the GNB team to deliver something very exciting for our lean-forward fans."

"We are very happy to be working with Angie McMahon to bring next-generation real-time engagement to fans of the Wisecrackin' comedy show," said Rhonda Persidis, GNB's co-Founder. "Real-time

engagement by audiences with the content they love is the next big frontier in fan story-telling and streaming differentiation, bringing something exciting and new to the streaming experience” she added. “Angie’s show offers a premium fan experience. We will re-format it to bring elevated experience benefits to its fans, as well as to unlock significant untapped monetization in the form of fresh in-show ad inventory, benefiting the show and its distributors”, Persidis concluded.

The financial terms of the deal were not disclosed at this time.

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