

The Hype Magazine Acquires Stake In LA-Based Ova Media Group

All-inclusive lifestyle magazine, The Hype Magazine, announces the acquisition of a stake in Los Angeles-based Ova Media Group as both brands prepare for radical organic growth and expansion.



Los Angeles, California Feb 10, 2022 ([Issuewire.com](https://www.issuewire.com)) - The Hype Magazine, led by founder and CEO, Jameelah “Just Jay” Wilkerson, and Ova Media Group, founder, and COO Cassandra Cooper, recently announced their strategic partnership as The Hype Magazine acquires stake in LA-based Ova Media Group. The partners plan to launch an IPO, allowing their newly expanded audiences to own a piece of the brands they have nurtured and supported.

The partnership will synergize and enhance each brand. Ova Media Group will remain focused on its marquee brand OVA TV, expand its music division through UMG, and further develop and launch the podcast and radio broadcast division partnered with iHeart Radio. This collaboration will emphasize increased development and production of the original film and TV content, specifically scripted and long-form content. The Hype Magazine will introduce Ova to their vast, dynamic, and diverse fanbase, creating robust cross-marketing and product development opportunities expanding both brands’

multimedia platform and reach. Additionally, Ova Cassandra Cooper has been named Chief Content Officer at Hype Magazine, and Jameelah “Just Jay” Wilkerson will become Chief Marketing Officer at Ova Media Group.

“All the major networks are controlled by a small handful of corporations that have an interest in the products advertised. Niche networks like ours, which cater to women of color, curate content to sectors of the population that are not often represented in the mainstream media. Ova aims to offer viewers an accurate portrayal of the people represented. We always want to be entertaining, and we make sure to stay away from stereotypes and anything that may be offensive.”

-Cassandra Cooper, Founder Ova Media Group

The Ova Media Group is a multimedia platform designed specifically for women of color, with content available over the air, internet channels, a mobile app, live streaming, podcasts, and a music label. Ova Media, Ova TV, Ova Viva, and Ova News Blast broadcasts reach 250 million households across the U.S. and parts of Africa, the U.K., and the South Pacific through Roku, Apple TV, Amazon Fire, and its mobile apps and strategic distribution partners internationally.

Dr. Jameelah “Just Jay” Wilkerson, otherwise known as the Digital Promo Genius, is known for her dedication to supporting the advancement of businesses - large and small. Over the years, the music enthusiast and CEO, and publisher of The Hype Magazine and Raynbow Affair Magazine has displayed her skills as a business professional, certified business coach, marketing consultant, web designer, graphic designer, and songwriter. She will leverage her experience and expertise, including being a partner at Timeless Entertainment Group, a full-service multimedia company specializing in music, television, film, and digital production, to promote the recently birthed Hype Magazine-Ova Media project.

For more information about *The Hype Magazine* and the initiatives from the entertainment outfit visit:

www.thehypemagazine.com

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Source : Ova Media Group

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