NEWS RELEASE

Brand USA Debuts Connected TV Travel Entertainment Channel GoUSA TV

Washington, DC - February 07, 2018

New digital network offers premium travel entertainment content to global audiences that inspires travel to the USA; GoUSA TV aims to generate three million views in its first year

Brand USA, the destination marketing organization for the United States, today announced the launch of GoUSA TV, a first-of-its kind connected TV network, featuring best-in-class created, curated and licensed video content to inspire, invite and welcome travelers to visit the USA. As the go-to channel and definitive source to find real, authentic and on-demand video content about travel experiences in the USA, GoUSA TV will offer a rich library of single episode and episodic content that allows audiences to explore and experience the USA through short, medium and long-form videos. The service is now available on Roku, Apple TV and Amazon Fire TV in the United States and across the globe. In 2019, GoUSA TV will launch on Google Chromecast and leading platforms in China.

“We are at the forefront of delivering authentic, inspiring, and entertaining content that connects travelers to all the experiences the USA has to offer,” said Tom Garzilli, chief marketing officer, Brand USA. “A big part of our role as the nation’s destination marketing organization is to invite, welcome and thank travelers for coming to the USA and this connected TV platform will help us engage and attract a greater audience than ever before with entertaining content that captures and keeps viewers coming back again and again.”

With many consumers tuning in to digital video and streaming TV in staggering numbers, Connected TV and Video on Demand (VOD) is a growing global phenomenon that represents a significant opportunity for Brand USA to expand its storytelling platform and reach in key international markets. Per an April 2016 report from Nielsen, 65% of internet users worldwide watched some type of video-on-demand (VOD), including both short-form and long-form content. In particular, North America, Latin America, Europe and Asia-Pacific (led by Japan, India, South Korea, China and Australia) have all shown steady growth in VOD adoption. In its first year online GoUSA TV hopes to generate three million views.

“Over the past five years, Brand USA has created and curated amazing storytelling via videos that showcase the USA’s endless diversity of people, places and experiences,” continued Mr. Garzilli. “GoUSA TV will elevate our storytelling capabilities to the next level by optimizing a combination of created, curated and licensed content that allows us to deliver powerful visual stories that personally resonate with every traveler in a way that is entertaining, informative and relevant.”

GoUSA TV’s debut comes as Brand USA prepares for the global premiere of *America’s Musical Journey,* its second giant-screen film together with MacGillivray Freeman Films and global presenting sponsor, Expedia, Inc., on February 15, 2018. The channel illustrates another key pillar of the organization’s digital screen strategy – mobile to giant screen and everything in between – to drive storytelling that is relevant, engaging and real – from quick, snackable content to immersive, lean in and lean back viewing moments.

GoUSA TV audiences will have access to a wide array of experiences across 4 different category and experience playlists. Initial categories include the Great Outdoors, Road Trips, Food & Drink, Culture & Events. Currently, GoUSA TV is in the process of enriching its programming content and will expand its library to feature more themes and formats, including series, films and live videos.

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About GoUSA TV

GoUSA TV is a travel entertainment connected TV channel that inspires travel to the USA. Offering best-in class created, curated and licensed content, it is the go-to channel and definitive source to find real, authentic and on-demand video content about travel experiences in the USA. GoUSA TV is now available on Roku, Apple TV and Amazon Fire TV in the United States and across the globe; In 2019, GOUSA TV will launch on Google Chromecast and leading platforms in China. GoUSA TV is powered by Brand USA, the

destination marketing organization for the United States. https://www.VisitTheUSA.com/television

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About Brand USA
Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.