



For Immediate Release

Trio Media Ventures Partners With Day In The Life Media

Thursday, August 24, 2017 - Venice, CA / New York, NY / London, UK

Venice, CA based Trio Media Ventures ("Trio") - a platform for the development, production and distribution of animated, live action and virtual reality content - has entered into a partnership with Day In The Life Media (DITLM). DITLM works with brands to create high-quality Micro-Stories of triumph over struggle, as told in the traditional three-act structure condensed into a series of digital videos optimized for social sharing.

“As a team of best-selling storytellers and scriptwriters with millions of books in print we understand what it takes to engage an audience and we are looking forward to partnering with the skilled team of content creators at Trio. We also have deep knowledge and expertise in translating brands into compelling stories online, as well as extensive experience in television production that make this partnership a natural fit.” Commented Daniel Palmer, Co-founder of DITLM. Co-founder Simon Toyne added “Our Micro-Stories cut through the advertising clutter by creating an emotional connection between the audience and the brand. People love stories, they love hearing them, and they love sharing them. We have a unique approach that inspires people to engage with your brand and share your brand’s story.”

“Joining forces with DITLM is an exciting partnership for us at Trio, and gives us the ability to work with talented and experienced writers as we together develop and produce Micro Stories that will connect brands with consumers on social media and beyond,” added Trio Co-founder Jonathan Adelson. Trio Co-founder Michael Pardee stated “Trio and our sister studio, the Mission are well equipped with the right team, technology and know-

how to work with DITLM to create the highest quality content to drive engagement and connect brands with consumers on social media with our own geo-targeting and social media marketing capabilities.”

About Trio Media Ventures

Trio Media Ventures works in close collaboration with brands, creative agencies, studios, CMOs, philanthropies and international media companies to create, produce and distribute the highest quality animated, live action and virtual reality content from social media short to full length features and everything in between.

About Day In The Life Media

Day In The Life Media is a new type of creative agency that turns your ads into stories viewers will want to watch. We are a team of best-selling storytellers and scriptwriters with millions of books in print. Our unique Micro-Story approach gets consumers engaged with your brand and inspires them to share your brand’s story with their social network.

For additional information contact:

Jonathan Adelson
Strategy, Partnerships, & Corporate Development
Trio Media Ventures
(646) 243-0219
jonathan@triomv.com
www.triomv.com

Daniel Palmer
Founder
Day In the Life Media
(781) 640-9984
daniel@dayinthelifemedia.com
www.dayinthelifemedia.com