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January 10, 2025 – London, UK

## **PERCEPTION GROUP AND RAPIDO AI LTD. PARTNER TO LAUNCH NEXT-GENERATION HYBRID MEDIA SERVICE PLATFORM**

### **Rapido merges OTT TV, social media, and generative AI into one global superapp, powered by Perception TVCDN**

Perception Group Inc. and Rapido AI Ltd. are excited to announce the successful proof-of-concept beta for **Rapido**, a next-generation hybrid media service platform that combines OTT TV, social media, e-gaming, e-commerce and generative AI in a single superapp. Having completed a strong beta phase, Rapido is now preparing for its official public launch in early March 2025.

Rapido leverages the **Perception TVCDN™** unified media cloud — proven technology from Perception Group that delivers live TV, VOD, FAST channels, and advanced catch-up features with high-quality, low-latency streaming. The Rapido platform is designed to host third-party web apps directly inside its TV superapp, creating a revolutionary multi-play marketplace that merges linear channels, on-demand content, podcasts, radio, e-commerce, games, and more — all in one place.

“In speaking with social media influencers and independent content producers, it’s clear there’s room for a new player beyond YouTube’s near-monopoly,” said Matt Vidmar, Chairman of Perception. “Rapido offers an engaging, user-friendly experience with fair revenue-sharing models, and even rewards users with Rapido Coin tokens that can be redeemed for products and services in the platform’s integrated TV store.”

Rapido’s content lineup will include popular family-oriented channels, regional and international movies, and localized programming. While initial app releases will feature a limited catalog to expedite app store approvals, new content will be added regularly. Rapido will be available across 12 native apps, covering all major mobile and connected TV ecosystems, including Android, iOS, Huawei, Xiaomi, Fire TV, Apple TV, Samsung TV, LG TV, Android TV, Google TV, Hisense TV, Roku, and web browsers (mobile and web apps come with Chromecast and AirPlay support).

“Our partnership with Perception is central to delivering the next-generation service users now expect,” said Fabio Pigo, Rapido CEO. “By integrating AI agents for content creation and monetization, we’re tapping into an exciting new era where user-generated content and interactive experiences redefine the entertainment industry.”

Beyond traditional TV and video, Rapido integrates social media engagement, e-commerce, and real-time chat, making it a single destination for discovering content, connecting with friends, and shopping — all without leaving the Rapido ecosystem. Through strategic B2B2C partnerships with leading telcos, hotel chains, and international retailers, Rapido offers these partners a risk-free way to add OTT streaming services to their portfolios.

## **About Perception Group**

Perception Group Inc. is an industry innovator in TV CDN cloud services, powered by its bespoke product, **Perception TVCDN™** — the first unified multiscreen platform delivering live rewind catch-up TV, cloud DVR, video on demand, FAST channel playout, subscriber management, and billing services embedded directly into the CDN core. With over 19 years of continuous commercial deployment, Perception TVCDN is available both as an on-premise SaaS and as a fully managed PaaS solution, ideal for telcos, ISPs, broadcasters, and content owners. (<https://www.perception.tv>)

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## **About Rapido**

Rapido is a new global OTT service that delivers a next-level entertainment experience through a unique B2B2C revenue-share model—allowing telcos, hotel chains, and retail operators to integrate streaming seamlessly into their offerings. Rapido’s superapp platform hosts e-commerce and multiple entertainment channels within a single user interface, reimagining how audiences discover, consume, and interact with digital content.

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