



Warren Campbell

Canada's Join TV on FAST track to launch

"WE'RE creative Canadians in a US-dominated space," said Warren Campbell of Join TV — "Just One Incredible Network" — which is set to begin beaming out programming in January next year and hopes to disrupt AVOD and FAST-TV incumbents. When it opens, it will be the first Canada-based FAST-TV service and boast around 10,000 hours of content spread over 25 channels, Campbell said.

Among those channels will be dedicated fashion, documentary, crypto news, indigenous peoples and LGBTQ2S+ streams, as well as others catering to niche audiences such as veterans. There

will also be the world's first comedy NFT channel, in which buying footage via QR codes will give fans special access to benefits such as comedy festivals. Join TV is also planning interactive content allowing Join TV to talk directly to viewers. "We're trying to be as much of a technology company as a television company," Campbell said.

He added that Join TV was closing deals with hardware (smart TV) manufacturers, a hotel chain and senior citizens' homes to gain digital real estate, and was finding "tremendous interest" in Join TV. "We're very bullish about the potential," he said.