



NEWS RELEASE

BlissTek Appoints Jeremy Deaner as CEO

Senior strategic appointment signposts new and radically different approach to enterprise investment in Media Tech sector

London, January 11, 2021 — BlissTek, a new division of [Bliss IP](#) (BIP), with three branded divisions in the Media Tech sector – [Digital Vision World](#), [R3store Studios](#) and [R3el](#) – has announced the appointment of Jeremy Deaner as its Chief Executive Officer (CEO).

Assuming his role with immediate effect, Deaner brings to BlissTek more than 25 years' experience successfully growing UK-based software companies internationally. Most recently in this market, he was CEO of [AmberFin](#), guiding the company from start-up to become a global pioneer in file-based broadcast workflow orchestration before it was acquired by [Dalet](#).

The emergence of BlissTek within the Media Tech sector is significant for the industry. Jointly headed by Chairman, Daniel Broch & partner, Robert Agsteribbe, BIP is the creative force behind the [Everyman Cinema](#) chain. Starting from scratch in 2000 with a small maiden venue in Hampstead, London, the company today operates 34+ venues across the U.K and Europe and is listed on AIM with a valuation of more than £180m.

“With Everyman, we took a business model that was focused on ‘the screen’ and turned that attention to ‘the customer’. We made the customer the star of the show and that holds true today at Everyman, which is why it goes from strength to strength,” explains Broch

“The ‘Everyman effect’ is at the heart of our general strategy at BIP; the customer needs to be the ‘star of the show’ and the teams in BlissTek are collectively embarking on that mission - to enable everyone, everywhere to create incredible moving images. At BlissTek, we have been studying our customers’ work & workflows and our teams are building some really cool innovations which we will launch over the next 24 months.

“In Digital Vision World, R3store Studios, R3el, we own world leading IP, which is the foundation for growth,” Broch explains. “Appointing Jeremy illustrates our intent and demonstrates how serious we are about this opportunity. Jeremy’s brief is, primarily, to build on our fantastic product and services legacy to deliver more for our customers. It’s about better service and ‘kick ass’ products which will lead to organic growth and, potentially, strategic acquisitions.”

“BlissTek represents a new, refreshing and radically different approach to Media Tech investment where the end customer drives our strategic decision-making processes,”

explained Jeremy Deaner. “We have – and will continue to build - a fantastic team of creative & talented minds who are driven by the prospect of delivering valuable solutions, tools and services to the international Media Tech industry.”

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About BlissTek

After establishing the Everyman Cinema chain, Daniel Broch stepped down from its active management in 2008 and remains a shareholder. Together with business partner, Robert Agsteribbe, they founded Bliss-IP.com (BIP) where they create, develop & manage brands. In 2014, Kevin Potter joined as Managing Director, bring 25 years’ corporate, investment banking and finance experience.

The latest venture from Bliss IP, BlissTek, operates three branded divisions in the Media Tech sector; Digital Vision World, R3store Studios and R3el, vertically integrated across software, services and content sales.

The group’s presence includes offices in London, an Ideas Factory in Sweden, an Innovations Lab in Georgia, and a growing Global Partner Programme serving a worldwide customer base

For company and product information, visit www.digitalvision.world, www.r3storestudios.com, www.r3el.com and www.blissmarts.com

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