



HITBLISS OFFERS CONSUMERS TV, MOVIE ACCESS IN EXCHANGE FOR WATCHING ADS

HitBliss is putting an ad model against content that hasn't had an ad model against it," said Jonathan Boker, sr. VP and director of advanced media at MediaVest. It also states that HitBliss, which is privately backed by Alpond Capital, has gone to great lengths to ensure consumers are actually paying attention to brands' messaging.

Read the full article here:

[HitBliss Offers Consumers TV, Movie Access in Exchange for Watching Ads](#)

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