

The logo for OTT.X, featuring the lowercase letters "ottx" in a white, italicized, sans-serif font, set against a solid blue rectangular background.

OTT.X AND THE INDEPENDENT STREAMING ALLIANCE (ISA) ANNOUNCE MERGER TO ADVANCE STREAMING

Los Angeles, CA — May 19, 2025 — The **Independent Streaming Alliance (ISA)**, a leading industry organization representing independent, ad-supported streaming platforms, and **OTT.X**, the trade association for the over-the-top (OTT) and streaming industry, today announced a strategic merger designed to amplify their collective impact on the digital entertainment ecosystem.

This merger brings together two organizations with complementary missions and a shared commitment to supporting growth, transparency, and innovation within the independent streaming space. OTT.X, previously the Entertainment Merchants Association (EMA,) has long championed the voices of small and mid-sized companies in the entertainment industry, providing space for connection, learning, and problem-solving. ISA brings to the table a powerful voice for equity, advocacy, and industry reform - along with an active community of thought leaders.

As part of OTT.X, ISA will continue to lead the important work it began with a focus on driving transparency, equity, and innovation for independent streamers. ISA gains access to expanded industry relationships, established programming, and a broader platform to serve its members. ISA's working groups and advocacy initiatives will seamlessly integrate with the OTT.X core mission to **Connect, Learn, and Solve**.

"OTT.X and ISA share a goal of strengthening the streaming industry using data driven research and collaborative problem solving," said **Hollie Choi**, President and CEO at OTT.X. "By joining forces, we're increasing our capacity to elevate and help grow underrepresented organizations. ISA is an integral part of the OTT.X community. Members of OTT.X will be able to learn from the thought leadership and join existing working groups focused on solving industry problems."

"This merger is a powerful step forward for independent streamers," said **Cameron Saless**, Chairperson of the Independent Streaming Alliance. "When we launched ISA, our mission was to elevate the voices of independent platforms and champion our unique challenges and opportunities. This merger will offer members expanded opportunities to collaborate and hopefully help the industry make progress on significant challenges we face such as channel discovery, programmatic advertising transparency, audience measurement and equitable access to content and monetization opportunities."

For more information, please visit www.ottx.org and www.independentstreamingalliance.com.

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