Rakuten TV Enterprise

Case Study:

From Title Distribution to FAST: How ACE Entertainment Expanded its Content Strategy with Rakuten TV Enterprise



ACE ENTERTAINMENT
A SJ INVESTMENTS COMPANY

Working with Rakuten TV Enterprise, ACE Entertainment evolved its content distribution strategy from licensing titles to launching dedicated FAST channels, reaching French-speaking audiences across Europe, and unlocking new advertising revenue through an end-to-end channel creation, distribution, and monetisation strategy.

The Challenge

Changing viewing habits have transformed how audiences discover and consume content, creating **new opportunities for content owners to reach viewers through FAST while unlocking additional advertising revenue**.

Having partnered with **Rakuten TV Enterprise** to distribute its extensive film catalogue across **French-speaking markets in Europe for the past 3 years, ACE Entertainment** recognised the need to evolve its content distribution strategy in line with changing viewer behaviour. New opportunities emerged to expand its distribution strategy, increase the visibility of its content, and introduce additional monetisation opportunities through FAST.

The company wanted to **maximise the long-term value of its catalogue through FAST** while **avoiding the operational complexity** of launching and managing channels in-house.

The Solution

Having already managed the distribution of **more than 500 movies for ACE Entertainment**, Rakuten TV Enterprise became the natural partner to support the company's expansion into FAST.

Using Rakuten TV Enterprise's proprietary **Media Asset Manager**, the team managed **content ingestion, metadata, scheduling, playout, feed delivery, advertising monetisation, analytics, and dedicated customer success**, simplifying every stage of the FAST channel lifecycle.

Together, the teams launched **Shark TV, ACE Entertainment's first FAST channel**, managing its creation through to distribution across leading platforms serving **French-speaking audiences across Europe.**

Backed by continuous investment in its Media Asset Manager and FAST technology, Rakuten TV Enterprise provides partners with a platform that evolves alongside the market, helping content owners **optimise their channels and maximise the long-term value of their content.**

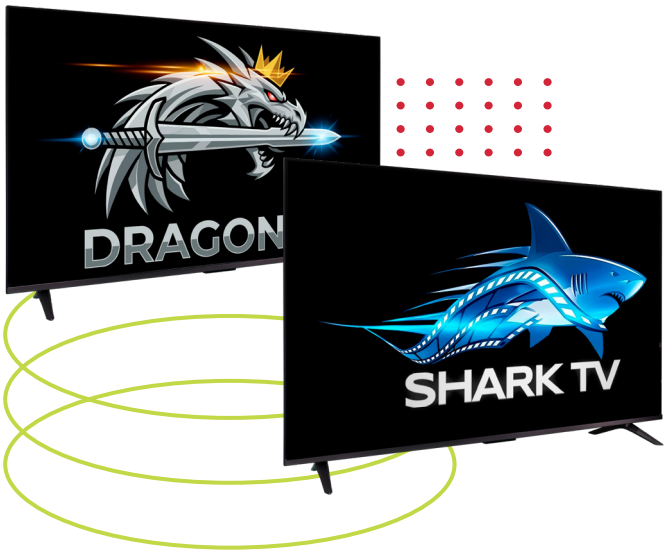
The Impact

Today, Rakuten TV Enterprise supports ACE Entertainment across both content distribution and FAST, helping maximise the reach, discoverability, and commercial value of its catalogue through a single strategic partnership.

Shark TV has established a strong distribution footprint across French-speaking European markets, reaching audiences through major FAST platforms including Samsung TV Plus, LG Channels and VIDAA. The channel is positioned to scale further across additional platforms and markets over time.

Alongside FAST, Rakuten TV Enterprise continues to manage the distribution of more than 500 ACE Entertainment movies, supporting the reach and commercial value of its wider catalogue across French-speaking audiences in Europe.

Building on Shark TV, ACE Entertainment continues to expand its FAST channel portfolio with Rakuten TV Enterprise, creating new opportunities to reach and engage audiences while unlocking further value from its catalogue.



"Working with Rakuten TV Enterprise has enabled us to expand into FAST, launch new channels and reach French-speaking audiences across Europe, while creating new opportunities to monetise our content."

Jérome Reygner-Kalfon
Managing Partner, ACE Entertainment

About ACE Entertainment

ACE Entertainment is an independent content distributor with an extensive catalogue of premium film and television content spanning action, thriller, drama, documentaries, and family entertainment. The company specialises in bringing high-quality content to French-speaking audiences across Europe while continually expanding the reach and value of its catalogue.

About Rakuten TV Enterprise FAST services

Rakuten TV Enterprise helps content owners launch, distribute, and monetise FAST channels through a fully managed, end-to-end service. From content ingestion, scheduling, and playout to platform distribution, advertising monetisation, analytics, and ongoing optimisation, Rakuten TV Enterprise simplifies every stage of the FAST channel lifecycle, enabling partners to maximise the value of their content across Europe's leading Connected TV platforms.

Rakuten TV is one of Europe's leading video-on-demand platforms, operating in over 43 countries. It offers content partners a powerful advertising ecosystem designed to maximise reach, engagement, and return on investment. The platform's integrated media solutions and access to connected TV households make it a strategic choice for brands and content providers seeking scale and performance.