

Lions Gate partners with online outfit RocketJump

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Another Hollywood studio is tying up with a video creator that has made it big on YouTube.

Lions Gate Entertainment on Monday announced a multi-year partnership with RocketJump Studios, maker of hit online show "Video Game High School," which is now in its third season.

RocketJump was founded by Freddie Wong, Matt Arnold and Dez Dolly four years ago. It has amassed 6.8 million subscribers and nearly a billion views on multiple platforms including its own website.

The companies said the deal will give Lions Gate Corp. access to RocketJump's upcoming slate of digital content while RocketJump can benefit from Lions Gate's global marketing muscle to help it create more long-form content.

Terms were not disclosed.

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