



SBT and FOXXUM to set Smart TV Milestone on Brazilian market

Brazils second largest TV Network now offers Catchup TV, VOD and extended content via OTT

SBT, the second largest and fastest growing TV network in Brazil, has partnered with Foxxum, worldwide leading provider of Smart TV solutions, to launch a new Smart TV App reaching out to 9 million Smart TV households on the Brazilian market. With an intuitive and beautifully designed interface, the SBT TV App will add real value to the Smart TV experience of Brazilian users, bringing them a rich suite of entertaining and informative content.

„By adding the expertise of Foxxum in developing, distributing and monetizing content on Connected Devices to the quality and attractiveness of SBT’s content, we are certain that this will create a new milestone for our Smart TV business in the entire country“, says Fernando Pensado, Head of Digital & Interactivity at SBT.

SBT initially launches on SONY Smart TVs creating a new reference within the VOD business by offering what consumers are actually looking for: local content from big TV Networks, to be watched at any time.

With 18 channels to choose from, users will be able to catch up with all the TV shows they missed or want to watch again. And the SBT TV App offers not only full episodes, but also extracts of the most interesting parts of every show, always through a user friendly and easy to find navigation structure.

Free to the consumer and already available on SONY Smart TVs, the SBT App will soon be launched by Foxxum on all major TV brands and game consoles in the market.

About SBT

SBT is the second largest and with 25% audience growth rate in 2015 fastest growing TV network in Brazil. Founded and owned by the most famous and successful TV host in the country, Silvio Santos, it has achieved and sustained its position as the vice-leader for the past 34 years. By reaching 97,7% (62 million) of all TV households in Brazil at a total of 204 million viewers, 27 million Facebook fans, 14 million Twitter followers, 13 million unique visitors on their website each month and by producing more than 20 internationally successful TV series SBT plays an outstanding role in modern Brazilian public society.

About Foxxum - Smart TV excellence

Foxxum is a global leader in the development, operation and commercial marketing for innovative Smart TV solutions. As an established pioneer in the sector, Foxxum works closely with leading companies at all stages of the global consumer electronics value chain to develop Smart TV solutions – from silicon vendors to device manufacturers and network operators. Worldwide partnerships with premium broadcasters, the most important video producers and distributors allow Foxxum to provide a best in class content portfolio containing the most important global content brands as well as country specific local content providers. Foxxum's development and platform expertise offer viewers the best Smart TV user experience possible, with innovative Smart TV technology, a global entertaining content portfolio and an outstanding design. Foxxum provides its clients with highly tailored, personal collaboration, which includes the possibility of jointly tapping into profitable revenue streams in a technology sector with enormous growth potential. Further information can be found at www.foxxum.com

company contact Foxxum:

Foxxum GmbH

Ronny Lutzi

Wall 55
D-24103 Kiel

E: info@foxxum.com
T: +49 431 260 4105 0
F: +49 431 260 4105 99

www.foxxum.com

press contact Foxxum:

Morgentreu-Harbinger GmbH

Frank Scheibe

Posadowskylanlagen 2
D-04317 Leipzig

E: presse@morgentreu.de
T: +49 30 9225 9781
M: +49 1577 25 88 917

www.morgentreu.de

