



## **Think global, act local: Foxxum joins TUYAD Association to develop Smart TV market in Turkey**

Foxxum, worldwide leading provider of Smart TV solutions, has joined TUYAD Association to help develop the Smart TV market in Turkey. TUYAD is a non-profit, non-governmental organization, which has originally been founded by the most respected satellite operators, DTH pay TV platforms, integrator companies as well as set-top-box, Smart TV and equipment manufacturers of Turkey that are now turning towards new segments directly related to their core businesses.

By adding its expertise about OTT/Smart TV technology, content aggregation and device management to the network, Foxxum as the missing link between established and new business opportunities is seeking to improve the overall quality of discussion, cooperation between members and non-members, as well as the industries views on the market.

„We are very positive, that sharing thoughts, experience and knowledge will be fruitful to all companies within the OTT, IPTV and Smart TV market in Turkey“, explains Mehmet Erođlu, Executive Vice President at Foxxum. „It is no secret, that we believe in the high potential within the Turkish Smart TV market. And we are willing to help shaping it for all to benefit.“

### **About TUYAD**

TUYAD is a non-profit, non – governmental organization which has been founded by the companies in the satellite sector. It has been founded in Istanbul in 2001 by the most respected satellite operators, DTH pay tv platforms, STB manufacturers, SMART TV & equipment manufacturers and integrator companies of Turkey for the purpose of increasing total quality of the industry. Our global member companies / brands deliver high quality technology, products and equipment required for the provision of satellite TV, internet, data and service.

### **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](http://www.foxxum.com)

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