



## **MAGINE TV AND FOXXUM PARTNER TO LAUNCH LINEAR TV EXPERIENCE**

Foxxum and Magine TV have partnered to offer Magine TV's fast and flexible OTT linear TV service on the big screen.

The brand new Smart TV app developed by Foxxum is going to be launched on all devices using a Foxxum TV Store such as Blaupunkt, Haier, Hisense, JTC, Medion, Metz, Orion, and Sharp in Germany.

Magine TV allows the streaming of all well-known German TV channels, from public to private broadcasters and pay TV, over the internet. Magine TV therefore is a relevant player in the German TV sector, offering a competitive product to cable TV, satellite TV, or the DVB-T2 services launched early this year, since the service will be available on every device but without the need of buying a smart card or a new receiver.

"We are very pleased to join forces with Foxxum in order to make Magine TV's web streaming service available on all kind of high-class Smart TVs and reach an increased number of connected homes", says Rafael Heuer, Director Business Development of Magine TV Germany. "With the Magine TV app and our variety of TV packages, all audiences will find a suitable and easy way to enjoy public and private broadcasters as well as pay tv channels over the internet on the big screen in their living room."

Magine TV enables online TV on smartphones, tablets, laptops, PCs, Smart TVs and streaming devices, on up to five devices, two of them at the same time. 28 broadcasters (including public broadcasters) are free. Customers can subscribe to the channel packages "Basic" - with all private free-TV broadcasters, 37 channels (20 in HD) for 10 € / month, or "Premium" - with all private free-TV and relevant pay TV broadcasters, 77 channels (over 30 in HD), for 20 € / month. Both TV packages are available without long-term contract binding and can be canceled monthly.

"Our commitment to offer the best TV experience to our customers was our inspiration to kickoff this project. What could be better than having the possibility to watch all relevant TV channels without cable but over the internet, via de Foxxum App Store. Being the exclusive developer of Magine TV for Smart TVs in Germany makes this possible. We are convinced that Online TV is the best alternative as a primary form of home entertainment nowadays", comments Ronny Lutzi, CEO at Foxxum.



## **ABOUT MAGINE TV**

Magine TV offers linear TV over the Internet live, time-delayed (“startover”) or as an on-demand offer (“catch-up”). Whether you're at home or on the go, Magine TV enables online TV on smartphones (iOS, Android and Windows), tablets, laptops, PCs, Smart TVs, Amazon Fire TV, Google Chromecast, Xbox and Apple TV, on up to five devices, two of them at the same time. Magine TV's broad selection of TV channels comprises 77 national and international broadcasters (ARD HD, ZDF HD, RTL, Sat.1, ProSieben, VOX, RTLII, kabel eins, TNT Film, Sony Channel, Universal Channel HD, AXN HD, E! Entertainment, and many more), over 30 of them in HD. 28 broadcasters (including public broadcasters) are free. The free and pay TV packages “Basic” and “Premium” are available without long-term contract binding and can be canceled monthly. Magine TV is clear to the viewer, practical and personalized, the operation simple and intuitive.

Further information can be found at <https://de.magine.com>.

## **ABOUT FOXXUM**

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 content providers.

Foxxum's development and platform expertise offers 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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