



## **ivi.ru App to start within Foxxum Smart TV solution Premium VOD content for Russian users**

Foxxum, worldwide leading provider of Smart TV solutions, and ivi.ru, with more than 20 percent market share and about 30 million users per month one of the largest Russian online movie theaters, today announced, that the ivi.ru app is now available within the Foxxum Smart TV solution. Both companies joined forces to grow their Smart TV business in all Russian-speaking countries, by attracting device partners to switch to Foxxum and increasing the reach for ivi.ru video content.

ivi.ru offers movies, TV shows, cartoons and music videos licensed from all major content producers, including Hollywood Studios such as Warner Brothers, Warner Music, Paramount Pictures, 20th Century Fox, Sony Pictures, Sony Music, NBC Universal, Universal Music, Disney, BBC and National Geographic as well as Russian film companies like Mosfilm, Lenfilm, Paradise, CTC Media, Gorky Film Studio STV and Central Partnership.

The ivi.ru app itself has different functions that make it comfortable to use, such as kids protection, a watch-later-list and favorites. Users are even able to choose the rental period and the price for a movie depending on its quality.

“For us at ivi.ru customer satisfaction is very important. By making our users happy we were able to gain a strong momentum within the Russian streaming market and to develop our offers, app infrastructure and partner network”, explains Irina Grandel, Head of Business Development Area, at ivi.ru. “The cooperation with Foxxum now extends our technical reach tremendously and puts us into a position to grow even faster into the living rooms of viewers with a Foxxum Smart TV solution”.

“Russia as one of the largest markets has always been in our focus. And all of our Smart TV device partners know, that one can only grow its market shares by offering access to high quality content. ivi.ru therefore is a key partner to this strategy in Russian speaking countries”, explains Ronny Lutzi, CEO at Foxxum.



### **About ivi.ru**

ivi.ru is a leading Russian online video streaming service, which offers licensed video content, including more than 65,000 titles of movies, TV shows, cartoons and music videos. ivi.ru is the most popular service and the largest player in this segment in Russia, attracting more than 28 million unique visitors and generating more than 150 million hits per month. ivi.ru is available on a wide range of devices, including smartphones and tablets as well as Smart TVs from all of the main manufacturers. ivi.ru also holds the most prestige awards for various achievements in the field, including the Runet Award and the Golden Site Award.

### **About Foxxum - Smart TV excellence**

Foxxum is a global leader in the development, operation and commercial marketing of innovative Smart TV solutions. As the pioneer and worldwide leader 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 and the most important video producers and distributors allow Foxxum to provide a best in class content portfolio that contains the most important global content brands and 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 entertainment content portfolio and an outstanding design. Foxxum provides its customers with highly customized products that include the possibility of jointly tapping into new 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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