

TRT WORLD AVAILABLE IN THE FOXXUM SMART TV APP STORE

From now on users of Foxxum connected devices can enjoy the TRT World Live Stream, a channel that covers 24/7 news, live reports and documentaries with a focus on global responsibility. The channel belongs to Turkish Radio and Television Corporation, Turkey's national public broadcaster. Since its early days in radio and television, the company has prided itself on providing quality and balanced programming.

The App TRT World is available in English and it targets a worldwide audience. Not only because of TRT strong brand recognition but also because breaking news make up one of the most watched contents among live TV viewing on Smart TV, this content acquisition is very valuable. Through this partnership, both companies aim at reaching global viewers who look for a reliable source of information.

"We are pleased to announce the signing of this agreement with Foxxum. TRT World is strengthening its worldwide position as a global news organization and our partnership with Foxxum will expand the distribution of our content to any Foxxum connected device. We will continue to bring the news directly to our audience, wherever they are and in whichever way they prefer to receive it", says Ibrahim Eren, Director General and Chairman of TRT.

"Today's society like to stay informed on global news and up to date on current events. Accordingly, the level of user engagement with online news and information on Smart TVs remains very high. Therefore, it is crucial for us to offer news content from different point of views to make sure that all our audiences' interests are met. TRT World is the perfect partner to reach that", says Ronny Lutzi, CEO at Foxxum.

ABOUT TRT WORLD

TRT World, Turkey's first English broadcasting international news platform is launched in 2015 and headquartered in Istanbul, with four newsrooms and an extensive global bureau network covering major regions and hot spots. Strategically designed to maximize its global reach, it is broadly available in all major English-speaking territories and can be accessed via traditional media, including free-to-air, cable and satellite, and other digital platforms, including mobiles, desktops and social media. A distinctive voice to the global news landscape, this is TRT World.

Further information can be found at www.trtworld.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.

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