



## **IFLIX AND FOXXUM COLLABORATE TO DELIVER NEXT GENERATION SMART TV EXPERIENCE TO EMERGING MARKETS**

*By integrating iflix into its Smart TV app store Foxxum further amplifies its solutions and services to territories through Asia, Middle East and North Africa.*

**Kiel, April 2019:** Foxxum, global leader in development, operation and commercial marketing of innovative Smart TV solutions is delighted to announce a new partnership with iflix, Southeast Asia's leading entertainment service. As part of the deal, the iflix app will be made available on all Foxxum-enabled devices in key markets, including Malaysia, Indonesia and the Philippines. The deal will deliver iflix content to millions of connected devices.

This partnership expands Foxxum TV store's suite of content and services for Asian, Middle Eastern and North African audiences. The flexibility of Foxxum's solution facilitates iflix content and brand discovery across all geographies. A tailored design, dedicated previews, hand-picked recommendations and features like 'Movie of the Day' will cater to different territories and audiences and offer a one-of-a-kind Smart TV experience. A dedicated kids section rounds up to the best Smart TV user experience.

Now available to over one billion consumers throughout Asia, the Middle East and North Africa, iflix has established itself as the clear market leader in video streaming. Offering consumers a vast library of top Hollywood, regional and local TV shows and movies, including a number of exclusives and award-winning programs, news and live events - each subscription allows users to access the service on up to five devices, including smartphone, laptop, tablet and television sets wherever, whenever.

**Goncalo Carvalho, iflix Client Partner Asia, comments:** "We want to give all users the freedom to enjoy iflix on any screen of their choice, especially as the demand for premium OTT services increases across Asia, the Middle East and North Africa. Our partnership with Foxxum allows for iflix's seamless integration on Smart TVs to deliver an exceptional experience to our users."

"This partnership strengthens Foxxum's footprint in the region. Combining our technology and iflix's high-quality content allows us to provide customers, partners, and viewers the most delightful watching experience. We are committed to continually upgrade our contents through partnerships with regional elites like iflix", **says Ronny Lutzi, CEO at Foxxum.**



## ABOUT IFLIX

iflix is the world's leading entertainment service for emerging markets with the widest and most compelling selection of TV shows, movies, hyper local originals, premium live sports and up-to-the-minute news from around the world, to stream or download, on any internet connected device...wherever, whenever.

iflix now offers two exceptional experiences through its iflixFREE and iflixVIP offerings.

iflix is currently available to consumers in Malaysia, Indonesia, the Philippines, Thailand, Brunei, Sri Lanka, Pakistan, Myanmar, Vietnam, the Maldives, Kuwait, Bahrain, Saudi Arabia, Jordan, Iraq, Lebanon, Egypt, Sudan, Cambodia, Nepal, Bangladesh and Morocco.

## 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 and video on demand services, 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, innovative Smart TV technology, a global entertaining content portfolio and a user-friendly design. Foxxum provides highly tailored solutions and personal collaborations to its partners, which include the possibility of jointly tapping into profitable revenue streams.

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