



FOXXUM ANNOUNCES MASSIVE NEW PARTNERSHIP WITH TOUCHÉ FILMS

Kiel, November 2019: Foxxum, global leader in the development, operation and commercial marketing for innovative Smart TV solutions is happy to unveil a new partnership with Touché films for the Smart TV App Enchufe.tv, which is available worldwide.

Touché films is a digital media publisher as well as an arising production company of sketches, medium-length films and advertisements. Their first feature film was premiered in cinemas last week.

For Enchufe.tv it's the first time on Smart TV. The first steps are important to assure a successful incorporation. Due to this, Foxxum is especially proud about the collaboration. Enchufe.tv is the first Spanish-speaking sketch channel with more than 20 Million subscribers on YouTube and can boast with a reach of 33 Million followers on social media.

This collaboration enriches Foxxum's global app portfolio whilst delivering fresh and new content for the Spanish-speaking users.

"From the very start, we were excited about this collaboration. Consuming content through Smart TVs is thriving and we are very curious to see our audience's behavior in these new channels of distribution and work with our content accordingly", **comments Andrés Centeno, the CBDO at Touché films.**

Ronny Lutzi, CEO at Foxxum says: "We are very proud to be working with Touché films and bringing their content on our Smart TV's. This collaboration not only brings strategic value to Touché films but also strengthens Foxxum's footprint in the region.

ABOUT TOUCHÉ FILM

Further information can be found at <http://touchefilms.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 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 to its partners, which include the possibility of jointly tapping into profitable revenue streams. Further information can be found at www.foxxum.com.

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