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## JMC LAUNCHES NEWS APP ALMAMLAKA TV ON FOXXUM DEVICES

**Kiel, January 2020:** Foxxum GmbH and Jordan Media City (JMC), a private media service provider and TV broadcaster, are announcing their partnership which brings AlMamlaka TV, a live streaming app, to Foxxum enabled devices. JMC has formed a strategic partnership with Foxxum, the leading provider of Smart TV solutions, to place its big catalogue of premium content in the Foxxum TV App Store.

Through this association, JMC continues its global expansion as well as amplifying its footprint in the Arabic speaking countries. JMC is intending to create and distribute further Arabic TV channels in the future.

Users can watch their favorite AlMamlaka TV programs and news on Foxxum enabled devices, not only in Jordan but also across a wide range of devices worldwide. AlMamlaka TV is an established 24 hour news channel in Jordan, which is free to use with no advertisements now coming to Smart TV with their very own App.

The AlMamlaka TV app is integrated within the Foxxum App stores and is now available for all users worldwide.

“As quality of content remains a key factor in success for TV channels, a well-established second-screen experience is a must now for monetizing the content and attracting more viewers from around the world”, **said Imad AL-Awawdeh, Digital Projects Manager at Jordan Media City.**

“We partnered with Foxxum as we continue to diversify our service offerings to take advantage of the rapidly growing demand and exploding audience for OTT content”, **said Hussein ALSaraireh, CTO at AlMamlaka TV.**



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“To succeed in today’s challenging overcrowded market, it is essential to concentrate on the users’ demand by delivering not only varied, but also current content, with extensive geographic reach. JMC fulfills these requirements and we are happy to have them as partners, enriching our portfolio for Smart TV content on a global level”, **says Ronny Lutzi, CEO at Foxxum.**

### **ABOUT JORDAN MEDIA CITY**

Jordan Media City is a state-of-the-art media service provider located in Amman as a free zone company. Making the best use of Jordan’s geographical location between Asia, Africa and Europe, JMC has become a regional hub for media organizations, providing teleport, OTT services, production, technical and anti-piracy monitoring, transmission facilities, ad-hoc fiber links to satellite and satellite to fiber. Further information can be found at [www.jordanmediacity.com](http://www.jordanmediacity.com).

### **ABOUT ALMAMLAKA TV**

AlMamlaka TV is Jordan’s first Public Service 24 hours news channel. With its world class newsroom, studios around the country and reporters in various capitals of the world, AlMamlaka TV provides breaking news, comprehensive coverage of events in Jordan and the Arab world. Its extensive program offering provides an in-depth analytical viewpoint of issues that impact Jordan and Jordanians, and the greater Arab region. Further information can be found at [www.almamlakatv.com](http://www.almamlakatv.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 possible, with innovative Smart TV technology, a global entertaining content portfolio and an outstanding design. Foxxum provides its



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clients with highly tailored solutions, 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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