



EPIC ON JOIN HANDS WITH LEADING SMART TV SOLUTION PROVIDER FOXXUM

Mumbai, March 12th, 2020: EPIC ON, the premium video-on-demand platform known for its diverse India-centric content by IN10 Media Network today announced a major partnership with Foxxum GmbH, global leader in the development and operation of innovative Smart TV solutions. As part of the collaboration, EPIC ON will provide its library of premium content on the Foxxum-enabled devices worldwide, including Panasonic, Vestel, Hisense, Skyworth, and Sharp among many others.

This association further increases EPIC ON's reach across Smart TV platforms and strengthens its presence in key markets such as America, Europe and MENA with large Indian diaspora. Users of Foxxum can now easily access EPIC ON's eclectic content library with renowned shows like 'Stories By Rabindranath Tagore' directed by film maker Anurag Basu; 'Mid-Wicket Tales with Naseeruddin Shah'; Indian mythological courtroom drama, 'Dharmakshetra'; 'Umeed India' with ace cricketer Virender Sehwag; 'Sharanam' with Juhi Chawla; 'Raja, Rasoi aur Andaz Anokha' hosted by renowned chef Ranveer Brar; Sakshi Tanwar's 'Tyohaar Ki Thaali', among others.

Commenting on the collaboration, Sourjya Mohanty, COO at EPIC ON, said, "At EPIC ON, we are tirelessly working towards associating with global brands to enhance the consumer viewing experience and engage with a newer set of audiences. Our partnership with Foxxum further fortifies our mission of robust alliances and expanding our reach across Smart TV users." Further added, "EPIC ON's content encompasses diverse tales about India, varying perspectives and narratives which have not been seen before and travels well without boundaries of geography, or nationality."

"A paradigm change is happening within content landscape. Content production, organization, distribution; all are in midst of tremendous change. EPIC ON, with its focus on myths, folklore and cultural tales and Foxxum with its know-how of Smart



TV technologies join hands to make the EPIC ON experience available on Smart TVs worldwide and push the envelope for digital content consumption”, **says Ronny Lutzi, CEO at Foxxum GmbH.**

ABOUT EPIC ON

EPIC On by EPIC Channel - Your 24/7 is your companion for premium India-centric, Hindi language TV shows, short videos and specials across genres of sports, food, history, mythology and many more. EPIC On makes TV mobile – watch shows anywhere, anytime. EPIC On is the streaming video service from EPIC Channel offering Free and Subscription Video On Demand across all types of smartphones. Further information can be found at <https://epicon.epicchannel.com/>.

ABOUT IN10 MEDIA

IN10 Media is a network with diverse offerings in the media and entertainment sector. With deeply entrenched roots in the creative community and a long association with premium content, the brands in its folds—including EPIC, DocuBay, and Showbox cover every aspect of the content life-cycle across platforms. Led by entrepreneur, Aditya Pittie, IN10 Media has its efforts focused on building world-class brands. Further information can be found at www.in10media.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 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.

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