



KRAL NOW ON FOXXUM SMART TV APP STORE

Kiel, April 1st, 2020: Foxxum GmbH, collaborates with Dogus Media Group, who shape the identity with innovative and stable media sector in Turkey, to offer the Smart TV app Kral. The app was developed by Foxxum, pioneer of cutting-edge Smart TV solutions for TV brands and content provider and is available worldwide on Foxxum enabled devices.

Kral, a famous Turkish television and radio channel, who are successfully focusing on offering Turkish music only is now available as Smart TV app. The app not only offers the popular radio channels Kral FM and Kral Pop but also includes Video-on-demand and live TV content. Users of the Foxxum App Store will be able to easily access the radio channels and further have the possibility to watch music videos on the built in linear tv channels Kral TV and Kral Pop TV. The Video-on-demand section also offers music videos, concerts and much more music content as Sila, Buray and Aleyna Tilki to enjoy.

As part of the collaboration, Kral will provide its library of premium content to Foxxum enabled devices including Profilo, Sunny, Vestel, Axen, Panasonic, Hisense and many others. The collaboration further increases Foxxum's reach and strengthens its presence in Turkey; one of the company's key markets.

Zafer Ilik, Kral Group Content Coordination Manager comments: "To work with Foxxum and to utilize their expert knowledge in the Smart TV industry is of great value to us. Content consumption through smart TV is thriving, it was therefore paramount for us to build this partnership and have Foxxum develop our own app showing our Turkish music content and making it available to everyone."

"Foxxum always strives to cooperate with partners from key markets such as Turkey. For this reason, we are delighted to collaborate with one of the top companies in the Turkish music industry. The application offers a huge variety of excellent music



content and widely popular radio broadcasts, which our users will no doubt enjoy”,
says Ronny Lutzi, CEO at Foxxum GmbH.

ABOUT KRAL

Kral Group is the official Turkish platform for historical and current global music brands, trends and news. The Smart TV application’s content is provided by KralMuzik.com.tr.

All the latest developments related to music, events and festivals as well as social news can be found through the KRAL brands digital and national television and radio broadcasting bodies on kralmuzik.com.tr.

Our radio channels and streams have all the latest music charts (Top 10, Top 20, POP List) and much more available through kralmuzik.com.tr.

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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