



## **FOXXUM ANNOUNCES NEW PARTNERSHIP WITH GLOBO TO DELIVER GLOBOPLAY APP**

**Kiel, May 26th, 2020:** Foxxum, innovator in cutting-edge Smart TV solutions for TV manufacturers and content providers, is pleased to announce the partnership with Globo. The deal encompasses the launch of the Globoplay app on selected Foxxum-enabled devices in Brazil.

Globo is part of the largest media group in Latin America, with their offering spanning from TV broadcasting, OTT, film production as well as telco capabilities such as internet and music.

Globoplay's video streaming and on-demand content originates from the free-to-air television network Globo and both will be available within the Smart TV app. Globo offers a huge library of international movies and exclusive shows. All of Globoplay's independently produced films and series which are particularly popular by viewers, including 'Arcanjo Renegado', 'It's a Match' and 'As Five', will also be included. This diverse and popular content catalogue makes Globoplay the biggest Brazilian streaming service.

Within the app users can choose between content from various categories such as documentaries, music, soap operas, sports and comedy. Through this association Foxxum can now offer Globoplay in the app store, as well as expand and manifest its reach in the Brazilian market.

"We are very happy with this partnership as it is a great opportunity for Globoplay to amplify its distribution base. Foxxum is already internationally acknowledged and has great potential to grow its local footprint in Brazil.", **says Marcelo Souza, OTT Video Products Director at Globo Technology.**



"We are very proud to work with this enormously prominent company. Through the collaboration with Globo, we can expand our Brazilian content collection, which in connection with our user-friendly design provides a delightful Smart TV experience to our viewers", **says Ronny Lutzi, CEO at Foxxum GmbH.**

### **ABOUT GLOBOPLAY**

Globoplay is the largest streaming platform in Brazil, offering free and exclusive content to subscribers. With more than 840 titles launched on its platform in 2019 and about 100 million viewing hours per month, the streaming service provider brings together original Globo content and the independent audiovisual market, with films and renowned international series, among them exclusive productions, which are only available online. All on one platform, in the most complete and varied video content offer for viewers to access at any moment and wherever they are: anything that has been, is being or will be broadcast.

Further information can be found at <https://globoplay.globo.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](http://www.foxxum.com).

**globoplay**

**X** **FOXXUM**

**CONTACT FOXXUM**

Foxxum GmbH

Wall 55

24103 Kiel

Germany

[www.foxxum.com](http://www.foxxum.com)

**PRESS CONTACT**

[press@foxxum.com](mailto:press@foxxum.com)

Bente Asmussen

T: +49 431 260 4105 0

**CONTACT GLOBOPLAY**

Ricardo Boer

[rboer@g2c.tv.br](mailto:rboer@g2c.tv.br)

