



## **FOXXUM AND THE GERMAN TV BROADCASTER TELE 5 RELEASE 5FLIX APP**

**Kiel, May 5th, 2020:** Foxxum is excited to announce the official launch of 5flix, the new Smart TV app of the German television broadcaster TELE 5. The app is the result of the newly formed partnership between TELE 5 and Foxxum, innovator in cutting-edge Smart TV solutions for TV manufacturers and content providers, who have developed the app which will now be available on various platforms in Germany and Austria.

TELE 5 has become a successful private television broadcaster in the DACH region and is famous for its "Different is better" approach, which is mainly reflected by their eclectic and offbeat choice of content. Their carefully selected content library has already won over a large fanbase, by not showing the mainstream movies and series, but focusing on unique films and shows viewers would otherwise have missed.

5flix is an advertising-based video-on-demand service, which is a significant step for TELE 5 as it enables everyone to access their exclusive video portfolio free of charge. TELE 5 has won over the German artist Liam Mockridge as ambassador around the campaign. He has delivered a humorous 90s style commercial in which he sings a song explaining why he loves his 5flix app to promote the app launch.

Within this app users have access to hundreds of movies and series in German language. 5flix features iconic action classics, sparkling romance series, horror movies, SciFi series and inhouse productions such as "SchleFaZ - the worst movies ever". Additionally, some of the regions' biggest comedians feature their independently produced shows in the app: Serdar Somuncu's "KAFFEEPAUSE", Oliver Kalkofe's "MATTSCHIEBE" and many more. Besides the VOD library, 5flix also contains the original Live TV channel of TELE 5.



Through this collaboration, the Smart TV app will be available on LG, Fire TV, Samsung and Android TV as well as Foxxum enabled devices such as VESTEL, Sharp, Medion, Hisense, Metz, JTC and many more. Users can now enjoy the diverse TELE 5 library via 5flix and stream all content around the clock for free.

“With Foxxum we have found the perfect partner to develop the 5flix app for Smart TV devices. We are very pleased to work with a business partner who truly understands what TELE 5 stands for and who is able to transfer the spirit of our channel into a great VOD application for the big screen. With this brand-new service our fans have the possibility to stream their favorite TELE 5 movies and series comfortably at home on TV – at anytime”, **says Michael Damm, CDO at TELE 5.**

“Our partnership with TELE 5 means a huge expansion of our content library for our native market. 5flix fills our Smart TV app store with peculiar German content, which perfectly caters to users’ modern demands. This fresh content, in combination with our user-friendly app UI design, serves the best Smart TV experience”, **says Ronny Lutzi, CEO at Foxxum GmbH.**

## **ABOUT TELE 5**

TELE 5 is unique in the German TV landscape. The German television broadcaster produces hand-picked television and presents programme from all over the world. Always in charge to refine its program and give it a new twist. Whether presenting the best German films with "D-Movies" or the worst films of all time with "SchleFaZ". TELE 5 ranks among Germany's top 100 most creative companies and the programme is award-winning – one Grimme Award and six other nominations speak for themselves. TELE 5 do not subscribe to the mainstream and set up a different focus, on films. Because "Different is better" - that's the TELE 5 attitude! Further information can be found at <https://www.tele5.de/>.

## **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).

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