

## FITE AND FOXXUM CONNECT TO DELIVER PREMIUM SMART TV EVENTS

**Kiel, September 21st, 2020:** FITE, the premier digital platform for global sports and entertainment, is proud to announce that its streaming app will be distributed globally via premium partner, Foxxum. The Foxxum Smart TV App Store serves leading television brands such as Panasonic, TCL, Toshiba, Vestel, Sharp, Medion, Metz, Hisense, JTC, Blaupunkt, Skyworth, Axen, Ergo, CTVE, MasterG, Kayse, Profilo, Sunny, Tornado and UMC.

Headquartered in the USA, FITE is a worldwide brand with an expertise in combat sports and long-time partnerships with major leagues like the WWE, NJPW, Premier Boxing Championship, Top Rank, Impact Wrestling, AEW, Brave and UWN. In March 2020, FITE decided to expand its offerings to include motorsports, basketball, soccer, tennis, music and films. FITE continues to break new ground with emerging partnerships and exciting new productions as well as offering lots of free programs each week.

FITE is now fully launched on Foxxum-enabled devices, which means Smart TV users can now access the FITE app on their TVs to enjoy global events in the following regions: Europe, Western Europe, CIS countries, Latin America, Oceania, Middle East and Arabic-speaking countries.

"We are known for delivering the most popular sports and content providers of events," **said Ronny Lutzi, CEO at Foxxum GmbH.** "So, adding the FITE app to our Smart TV consumer offering was a very exciting development for us. FITE offers some of the biggest sports brands as well as exclusive events from around the globe. The app also offers some events in additional languages which are made to be especially consumer-friendly by displaying countdown-clocks, reminders, ratings, suggestions and of course replays with PPV purchase."



“Over the last two years FITE has been focused on reaching all of our fans, old and new, on the platforms, devices and in the territories where they live and consume our world-class programming. Launching on Foxxum allows us to further extend our reach,” **remarked Louis Lewow, VP of Distribution for FITE.** “Foxxum enables us to serve large and small markets around the world. We are excited to partner with them.”

### **ABOUT FITE**

FITE is the premium global platform for live sports and entertainment offering many of the industry's marquee PPV events and SVOD packages with 2.5MM registered users. FITE is available worldwide through its iOS and Android mobile apps, Apple TV, Android TV, ROKU, Amazon Fire TV and Huawei apps. In addition, FITE supports Vizio SmartCast™, Foxxum, Chromecast, PS4, Xbox, ZEASN, Netrange, Vidaa/Hisense, Vewd, Netgem TV, Xfinity 1 and Xfinity Flex as well as 7,000 models of Smart TVs. Further information can be found at <https://www.fite.tv/>.

### **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).

**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 FITE**

Kim Hurwitz

Chief Marketing Officer

[kim@fite.tv](mailto:kim@fite.tv)

