



VEVO SCALES ITS OFFERING BY PARTNERING WITH FOXXUM FOR GLOBAL DISTRIBUTION ON SMART TVS

New York, October 26, 2020: Vevo, the leading all-premium music video platform, today announced a partnership with Foxxum, an innovator in cutting-edge Smart TV solutions for TV manufacturers and content providers. The agreement will make Vevo's unparalleled premium music video content catalog available on over 20 million Foxxum-enabled devices.

The partnership will bring the Vevo catalog to a broad array of smart TVs managed by Foxxum in North America, Europe, Australia, and South America. Vevo will retain full editorial control of its content, with audiences having access to localized and global content dependent on geographic location.

"The addition of Foxxum as a smart TV scaling partner is a significant effort in our OTT strategy," **said Bernarda Duarte, VP Business Development, Vevo.** "With the vast scale provided by Foxxum's network of television partners, we will have the opportunity to deliver our library of music videos and original content to even more viewers around the world, tapping into key growing markets, and expanding our efforts around returning music videos to the living room."

Foxxum specializes in tailor-made smart TV solutions which are developed in close collaboration, with their customers, at all stages of the global consumer electronics value chain, from silicon vendors through to Device Manufacturers (OEM), CE brands, TV operators and Content Providers.

"We are delighted to collaborate with Vevo. Our users will now be able to enjoy Vevo's brilliant music video experience on their smart TVs and watch the great variety of high-quality music video content offered in their application. This is a significant addition to our premium app catalogue, and we are certain that our



footprint and platform's user experience will enhance Vevo's global audience", **says Ronny Lutzi, CEO at Foxxum GmbH.**

ABOUT VEVO

Vevo is the world's largest all-premium music video provider, offering artists a global platform with enormous scale through its distribution partners. Vevo connects artists with their audience globally via music videos and original content, working directly with them to find unique ways to bring their music to life visually. Vevo also works with emerging artists, providing them with a platform of global scale and reach, to find and grow their audience. Reaching 26 billion monthly views globally, Vevo has over 450,000 music videos in its catalogue.

Further information can be found at <https://hq.vevo.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.



CONTACT FOXXUM

Foxxum GmbH

Wall 55

24103 Kiel

Germany

www.foxxum.com

PRESS CONTACT

press@foxxum.com

T: +49 431 260 4105 0

CONTACT VEVO

Dot Levine

dot@vevo.com

