

FOXXUM DEVELOPS SMART TV APP FOR TURKISH AVOD SERVICE PUHUTV



Kiel (Germany), October 19, 2021 – Foxxum, global and innovative leader in the Smart TV solutions sector, has partnered with Turkey's first and biggest premium AVOD streaming service puhutv to develop their smart TV app.

puhutv is part of the Doğuş Group (Doğuş Holding A.Ş.), which is one of the largest, privately held conglomerates in Turkey. Their portfolio includes more than 300 companies with six core businesses in the automotive, construction, hospitality & retail, real estate, energy, and media sector, to which puhutv belongs.

Foxxum has been collaborating with Doğuş for years, having developed other smart TV apps such as Kral TV, and they are now continuing their successful partnership by utilizing Foxxum's outstanding smart TV know-how for the app development of the premium AVOD streaming service puhutv.

The puhutv app offers viewers TV and film content, comprised of foreign and Turkish films that range from dramas to comedies, Turkish soap operas, documentaries, music and TV shows, live broadcasts as well as their originally produced content, puhutv Original.

The app will be available in Turkey in Turkish, Arabic, and Spanish and can be accessed on the Foxxum-enabled smart TV devices Hisense, Blaupunkt, Profilo, Vestel and Sharp and on the smart TV brands Samsung, LG, Beko, Grundig, Philips and Sony.

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“In line with changing user and content consumption reflexes, we are very pleased to leave the development of smart TV of our new puhutv product focused on user experience to the deep experience of FOXXUM. We are confident that this long-term collaboration will have successful results”, **says Anıl Taşhan, Business Development Manager at puhutv.**

“We are very proud to collaborate with the Doğuş Group once again and to develop the app of their AVOD service puhutv. Through this collaboration, we are gaining another valued premium client and further expanding our market share in Turkey”, **says Ronny Lutzi, CEO at Foxxum GmbH.**

ABOUT PUHUTV

puhutv, which is a “catch-up TV”, was established with the vision of becoming the online address of popular Turkish TV shows and other domestic productions. In addition, puhutv focused on giving sustainable support to Turkish television series. puhutv, which reached 12 million mobile application downloads and 4 million registered users at the end of 2021 Q3, now offers viewers many shows aired on Turkish television networks, many foreign movies and cult Turkish movies through long standing licensing deals it has struck with Turkey's major production companies, major domestic networks and film distributors via its website puhutv.com, mobile phone and tablet applications, Apple TV and smart TVs. puhutv, which continues to provide its viewers with the most elite entertainment content at the end of 2020 with over 10.000 hour licensed content catalogue, also brought Fi, Turkey's most watched internet show with over 220 million views, and award winning original shows such as Şahsiyet, Dip, Jet Sosyete, Seyyar and more to come.

ABOUT FOXXUM

Foxxum is a global leader in the development, operational, and commercial marketing sector for innovative smart TV solutions. As an established pioneer in this field, 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 an industry leading content portfolio, containing the most important global content brands as well as country specific local content providers. Foxxum's development and platform expertise offers viewers the best possible smart TV user experience, with innovative smart TV technology, a global entertainment 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. For more information, please visit www.foxxum.com.

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