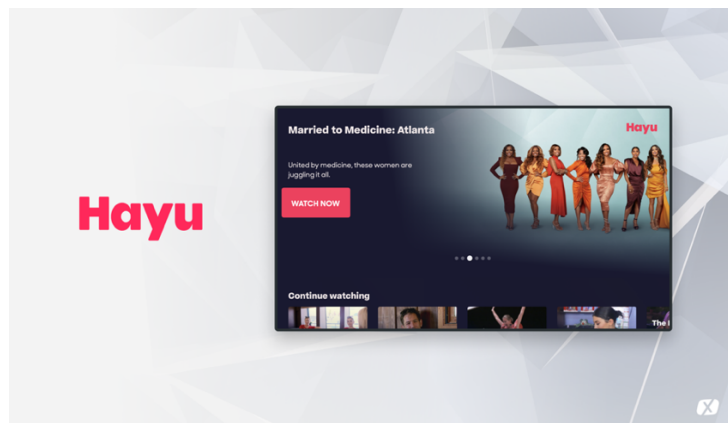


## NBCUniversal's All-Reality Streaming Service – Hayu – Launches on Vestel Devices in 22 Countries in Partnership with Foxxum



**Kiel, 09/21/ 2022** | Hayu – the all-reality subscription video on demand (SVOD) streaming service from NBCUniversal – has partnered with Foxxum – innovator in cutting-edge smart TV solutions for international TV manufacturers and content providers – to launch the Hayu app on Vestel devices in 22 countries. Markets include the United Kingdom, Ireland, the Netherlands, Belgium, Luxembourg, Denmark, Sweden, Norway, Finland, Spain, France, Italy, Switzerland, Lithuania, Estonia, Latvia, Poland, Hungary, Czech Republic, Germany, Austria and Portugal.

Hayu offers viewers who are fans of the reality genre top reality TV content including *The Real Housewives*, *Below Deck*, *Million Dollar Listing* and *Top Chef*. As the must-have SVOD service dedicated to reality programming, Hayu offers an extensive choice of over 9,000 episodes of top-quality unscripted content with a variety of sub-genres in English language including: Home and Design, Dating, Cooking, Fashion and True Crime.

Foxxum specializes in innovative 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 to device manufacturers (OEM), CE brands, TV operators and content providers.



*"We are delighted our users will now be able to enjoy Hayu's entertaining content on their Vestel smart TVs and watch the great variety of high-profile and popular reality shows. This marks a significant addition to our premium app catalog, and we are certain that our footprint and platform's user experience will enhance Hayu's global audience,"* says Ronny Lutzi, CEO at Foxxum GmbH.

*"We are pleased to make Hayu – and its world-renowned reality TV content – even more accessible to fans of the genre across Europe,"* commented Hendrik McDermott – Managing Director, Direct-To-Consumer, Global. *"Already the premiere destination for must-watch reality content globally, Hayu is building on its multi-territory collaboration with Foxxum, making it easier for Vestel customers to access Hayu's extensive content offering."*

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#### **About Hayu**

From NBCUniversal, Hayu is the first all-reality subscription video-on-demand streaming service of its kind – available in 29 markets including: Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hong Kong, Hungary, Iceland, India, Ireland, Italy, Latvia, Lithuania, Luxembourg, the Netherlands, Norway, the Philippines, Poland, Portugal, Singapore, Spain, Sweden, Switzerland, and the UK on a full array of devices (mobile, tablet, laptop, connected TVs and selected consoles) at [www.Hayu.com](http://www.Hayu.com)

Shows and episodes are downloadable to watch-on-the-go – all ad-free. The majority of TV shows debut on the service on the same day as their US launch, including: *The Real Housewives*, *Below Deck* and *Million Dollar Listing* TV franchises. Discover Hayu's sub-genres of reality content: Home & Design, Dating, Fashion, True Crime.

#### **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](http://www.foxxum.com).

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