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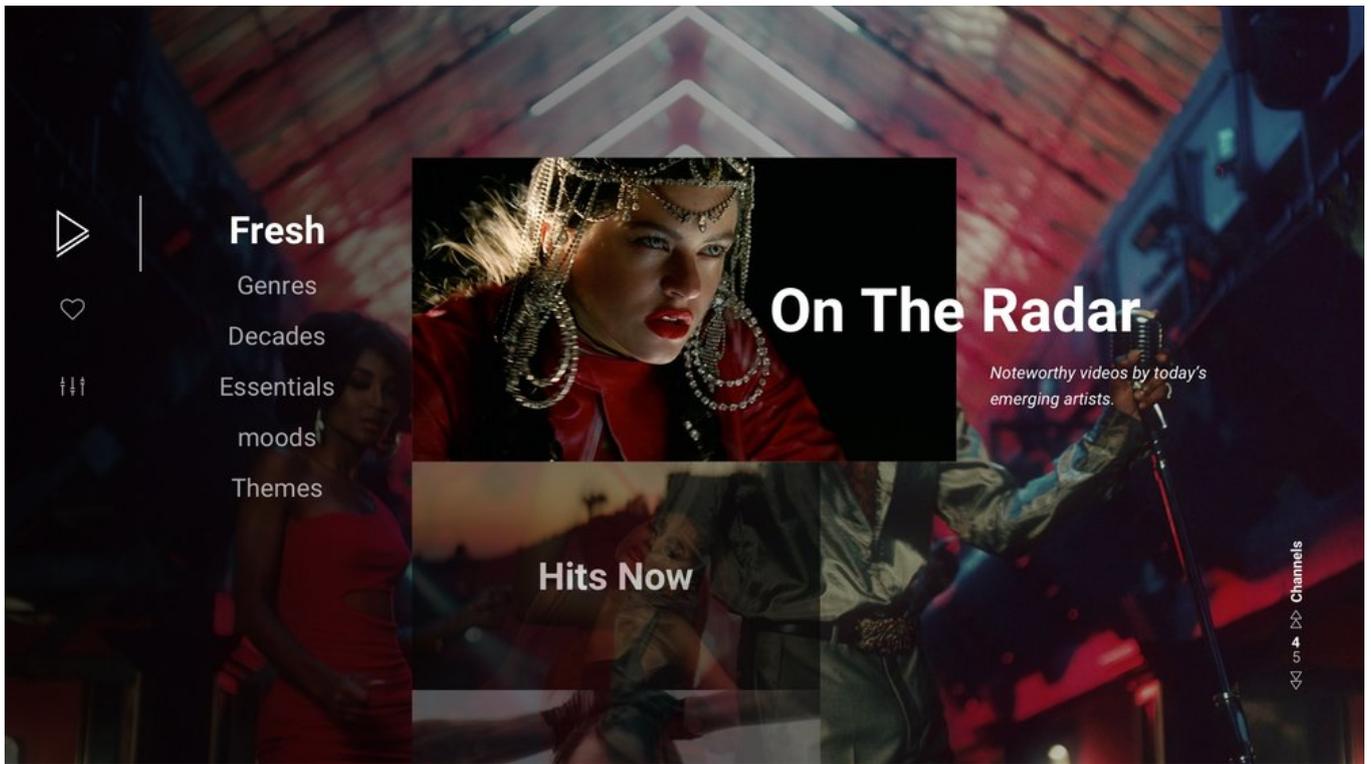
The logo for XITE music videos is centered on a black rectangular background. The word "XITE" is written in a large, bold, white, sans-serif font. Below it, the words "music videos" are written in a smaller, white, lowercase, italicized sans-serif font.

XITE LAUNCHES THE ULTIMATE MUSIC VIDEO EXPERIENCE IN THE U.S.

All-new streaming music video app now available on Amazon Fire TV, Apple TV, Comcast X1 Xfinity and coming soon to Roku

Full catalog of all today's top artists across all major labels, nearly 100 curated channels and interactive features

BROOKLYN — March TK, 2019 — International music video service XITE announced the debut of the ultimate music video experience in the United States – with its all-new user and artist friendly streaming app across set-top boxes, connected devices, smart TVs. Availability on mobile devices and tablets will follow in the second half of 2019. XITE is now on Amazon Fire TV, Apple TV, Comcast X1 Xfinity and coming soon to Roku, and features a full catalog of music videos from artists across all major and top independent labels.



XITE is a fully immersive music experience that allows users to lean back and enjoy or play VJ through easy, fun-to-use interactive features. The app continuously adapts to users' tastes based on the videos they search, watch, and like. Users can favorite or skip any music video, and create their own station drawing from different genres, eras, and visual styles.

XITE's expansive library features today's most popular and trending music videos — from Ariana Grande to Toro Y Moi, to recent first-time GRAMMY winners Cardi B and Greta Van Fleet, to international sensations Bad Bunny and Dua Lipa and more — as well as more than 100 distinct music video channels.



XITE U.S. General Manager Shelly Powell said, “XITE is all about giving fans the best possible way to experience music videos – on the biggest (or smallest!) screen in the house – whether they’re leaning back and enjoying a playlist created by our expert curators or making their own personalized channel.”

Cees Honig, Co-CEO and original founding member of XITE, said, “Music videos continue to dominate overall music streaming, and we see an enormous opportunity to bring a beautifully designed, pure-play music video service to the U.S. We’re excited to give U.S. music fans a new way to enjoy music videos, the way we have for millions around the world.”

XITE’s advisory board includes media and music executives Bill Roedy, Roger Faxon, Jason Flom and Eric Budin. All major music labels and many independents – including Sony Music, Universal Music, Warner Music, Beggars, EMPIRE, PIAS, Armada, and Spinnin' Records – license their complete music catalogs to XITE, giving the company access to virtually every available music video.

ABOUT XITE

XITE aims to offer the best music video experience in the world. Founded in Amsterdam in 2008, the Netherlands, XITE now reaches 80 million households across Europe, North America, and the Middle East through linear networks, interactive TV, and on-demand streaming services. The company revolutionized the way audiences experience music videos by allowing viewers to search, like, and skip through its vast catalog; enjoy channels curated by its team of music experts; and create personalized channels based on genre, era and visual style using its unique *Mixer* feature. XITE has access to virtually every available music video through agreements with all major and top independent music labels.

CONTACT



Moa Afzal

PR & Communications Manager

moa@xite.com

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See www.xite.com for more information.

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