

XITE

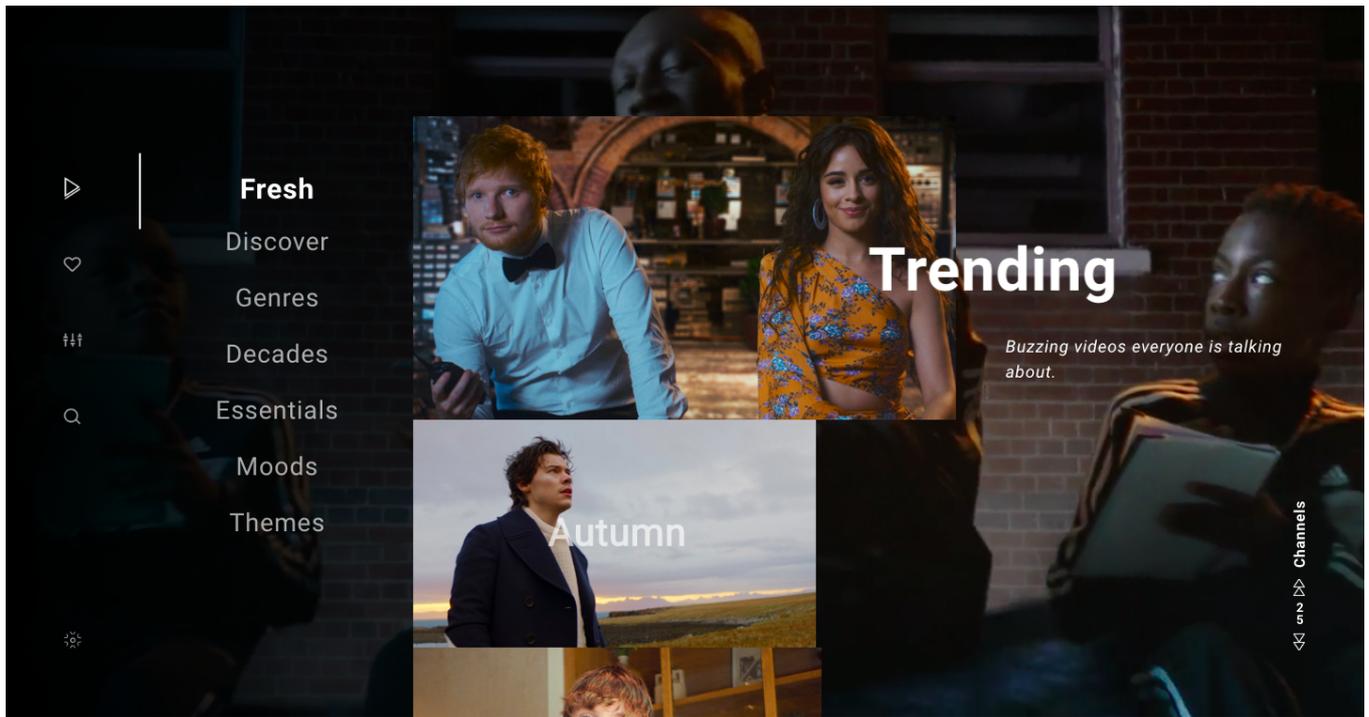
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A black rectangular graphic containing the word "XITE" in large, bold, white, sans-serif capital letters. Below "XITE", the words "music videos" are written in a smaller, white, sans-serif font.

XITE
music videos

XITE expands its music video service in the UK on Amazon Fire TV and Apple TV

XITE's immersive and interactive app, offering the ultimate music video experience on TV and OTT-services, is now available on Amazon Fire TV and Apple TV devices in the United Kingdom. XITE provides consumers with the ability to like and skip videos, discover new music and rediscover classics, watch themed playlists curated by a team of music experts or select a genre, decade and style to create their own music video channel. XITE debuted in the UK and Ireland on Samsung earlier this summer.



XITE's Chief Product Officer Niels Daalhuizen said: "We are very excited to expand our service in the UK by launching on Amazon Fire TV and Apple TV. Adding these services allows us to provide even more consumers in the UK with the best music video streaming experience available."

XITE features a full catalogue of music videos from artists across all major and top independent labels, from today's most popular and trending artists including Stormzy, Billie Eilish and Ed Sheeran, to upcoming artists like Koffee, Joy Crookes, and Mahalia. XITE also features nearly 100 distinct and constantly refreshed channels focusing on a range of genres, decades, moods, themes and seasonal events. Earlier this year, XITE launched on Roku, Amazon Fire TV and Apple TV in the United States. XITE is also available in the Netherlands, Belgium, and Germany.

For questions and/or more information:



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XITE aims to offer the best music video experience in the world. Founded in the Netherlands, XITE now reaches 100 million households across Europe and North America through linear networks, interactive TV apps, and on-demand streaming services. The company revolutionized the way audiences experience music videos by allowing viewers to search, like, and skip through its entire catalogue, enjoy channels curated by its team of music experts and create their own channel based on a genre, decade style and mood using its unique Mixer feature. XITE has a full music video catalog through agreements with all major and top independent music labels and distributors.

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