

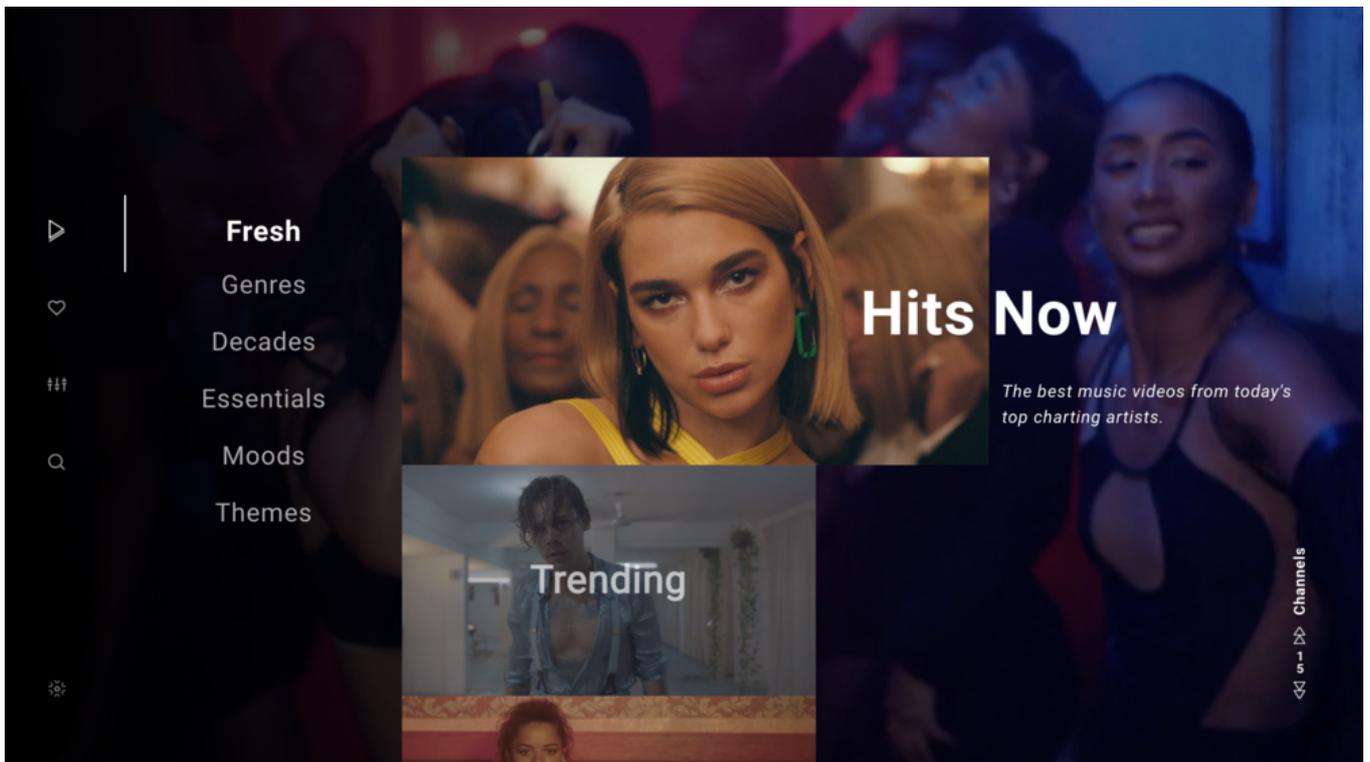
# XITE

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## Music video service XITE adds Smart TVs to their US offering via Samsung

### Interactive music video platform XITE is now available on Samsung Smart TVs

XITE's immersive and interactive music video experience is now available on Samsung Smart TVs sold from 2017 onwards in the United States. XITE provides the ultimate music video experience that allows users to enjoy music videos from all major and top independent music labels via channels curated by XITE's team of music experts, or by creating their own playlist drawing from different genres, eras, and visual styles. XITE debuted last December in the U.S. on X1 Xfinity, and extended its offering earlier this year with launches on Roku, Amazon Fire TV and Apple TV. XITE also [premiered its services](#) in the United Kingdom and Ireland this summer, exclusively on Samsung.



XITE's Co-CEO Cees Honig said: "Music videos continue to dominate overall music streaming worldwide. Expanding our multi-territory partnership with Samsung to the US allows us to offer a beautifully designed, lean-back music video experience to a new segment of US Smart TV consumers."

XITE features a full catalog of music videos from artists across all major and top independent labels and nearly 100 distinct and constantly refreshed channels focusing on a range of genres, decades, moods, themes and seasonal events. Celebrate the holiday season with your favorite music videos on 'XITE XMAS', watch the biggest videos of the decade with the 'Best of the Decade' channel, or simply stay up-to-date on new releases every week with 'Fresh Friday'.

### **About XITE**

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 catalog, enjoy channels curated by its team of music experts and create their own channel based on a genre, decade, and style using its unique Mixer feature. XITE has a full music video catalog through agreements with all major and top independent music labels and distributors.

For questions and more information:



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