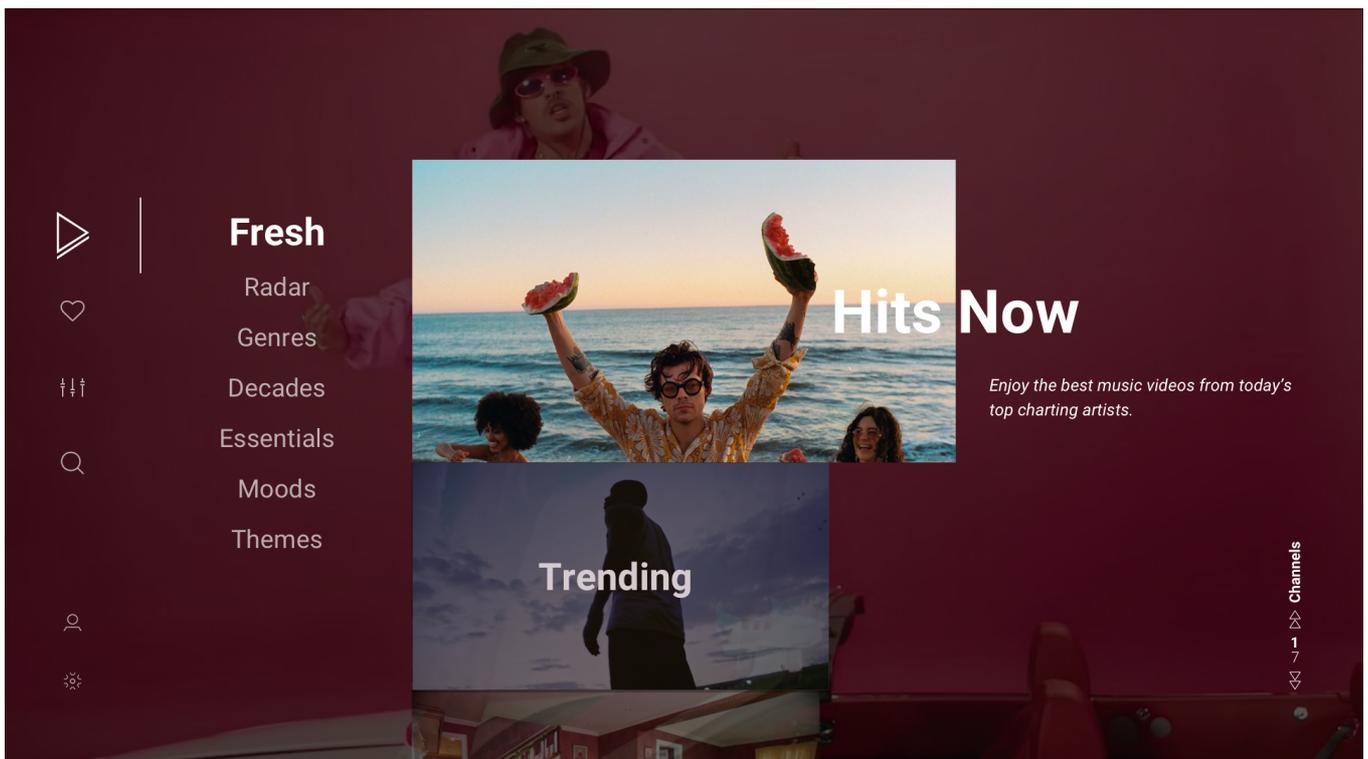


# XITE

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## Music video service XITE expands in Canada with Videotron

**XITE's interactive app, offering the ultimate music video experience on TV and OTT-platforms, is now available on Videotron's Helix platform in Canada. The music app gives the Videotron customers access to up to 100 curated music video channels and various interactive features, such as the 'Mixer' where you can select a genre, decade and style to create your own music video channel.**



Cees Honig, Co-CEO of XITE, said: “We are thrilled to expand our service in Canada and bring our music video experience to the daily lives of Videotron customers. Having this leading telecommunication player add our product to their platform is an amazing opportunity for growth in the Canadian market.”

XITE features a full catalog of music videos from artists across all major and top independent labels, from today's most popular and trending artists to rising talent. XITE also features nearly 100 diverse and regularly refreshed channels focusing on a range of genres, decades, moods, themes and seasonal events, as well as the 'Fresh Friday' channel which is updated each week with the best new music video releases.

*XITE is available on:*

**CA:** Rogers Ignite TV - Amazon Fire TV - Videotron

**USA:** Comcast Xfinity - Roku - Samsung TV - Apple TV - Amazon Fire TV

**UK:** Sky Q - Samsung TV - Apple TV - Amazon Fire TV

**IE:** Sky Q - Samsung TV

**NL:** Ziggo

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#### 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 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.

[www.xite.com](http://www.xite.com)

**XITE**

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