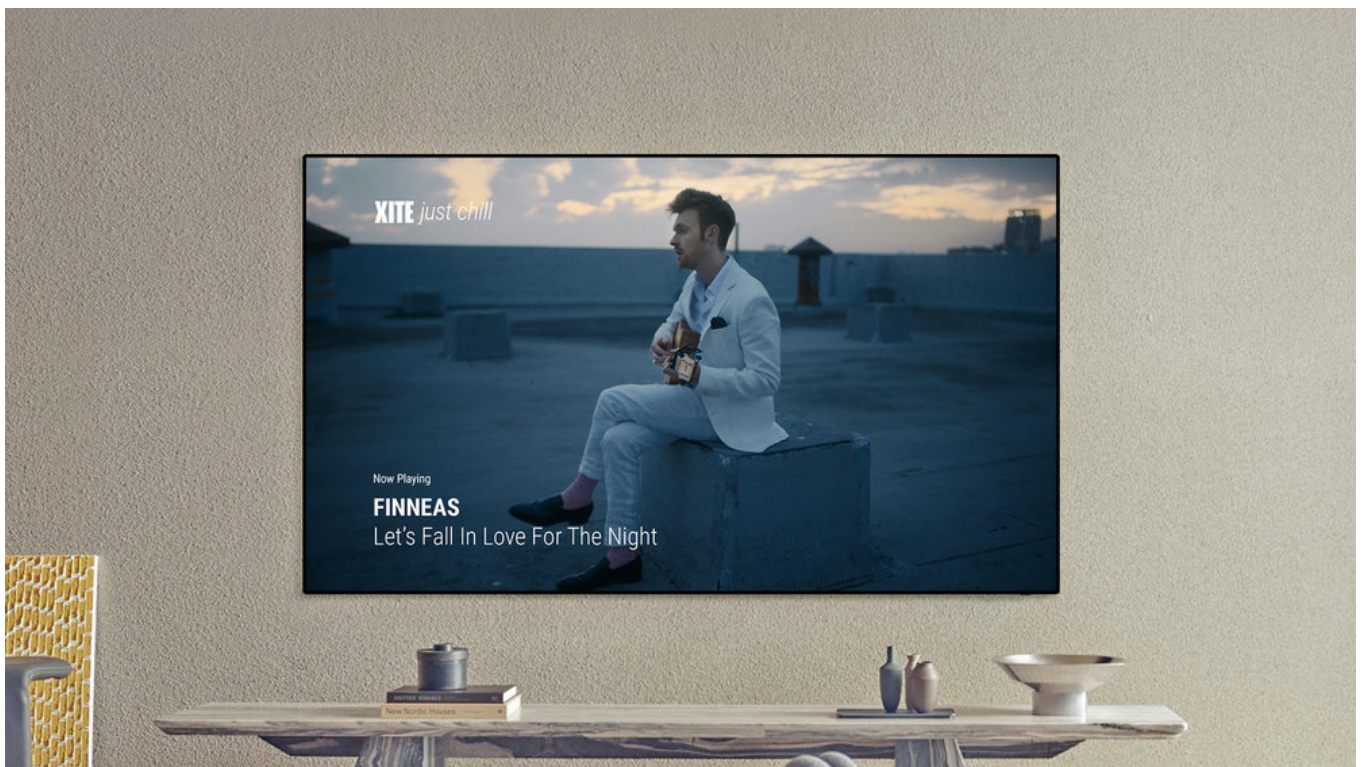


# XITE

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## XITE LAUNCHES BRAND NEW MUSIC VIDEO CHANNELS ON SAMSUNG TV PLUS

The music video service extends its partnership with Samsung, launching new channels on the tech giant's linear service.



**BROOKLYN — August 17, 2021** — Today, global music video platform XITE, and smart TV leader Samsung announced XITE's first ad-supported linear distribution deal in North America. Partnering with Samsung, XITE will launch four music video channels on the Samsung TV Plus service. XITE's Rock on and Just Chill channels launched first, with 2 additional channels to be announced at a later date.

XITE's Rock On channel features Rock and Metal music videos from the iconic classics to today's boundary redefining future legends, while the Just Chill channel allows users to take a moment to unwind with laidback music videos, intimate live performances and acoustic sessions. Both channels boast one hour of theme-specific programming each weeknight at 10 PM Eastern / 7 PM Pacific, such as "80's Rock x Metal" each Tuesday on Rock on, and "Mellow Hip-Hop" Thursdays on Just Chill.

Cees Honig, Co-CEO of XITE, said, "XITE continues to champion the return of music videos to the living room. Our interactive app gives consumers the power to control and personalize their music video journey. In contrast, our latest partnership with Samsung TV Plus provides consumers with a highly curated linear experience that allows them to just lean back and enjoy."

Samsung TV Plus is Samsung's free video service that delivers instant access to 160 free channels and growing, pre-installed on all 2016-2021 Samsung Smart TVs, and available for download on select Samsung Galaxy devices. The free ad-supported video service gives viewers access to news, sports, and entertainment without needing a subscription, additional device, or credit card.

XITE is a global music video platform with linear and app distribution via numerous partners. It is currently available on Samsung Smart TVs, Comcast Xfinity, Amazon FireTV, Roku, Sky Q, Apple TV, Rogers and Ziggo.

## **ABOUT XITE**

XITE aims to offer the best music video experience in the world. Founded in Amsterdam in 2008, the Netherlands, XITE now reaches 100 million households across Europe, North America, Latin America and Australia 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 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.

For questions and/or more information:



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

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