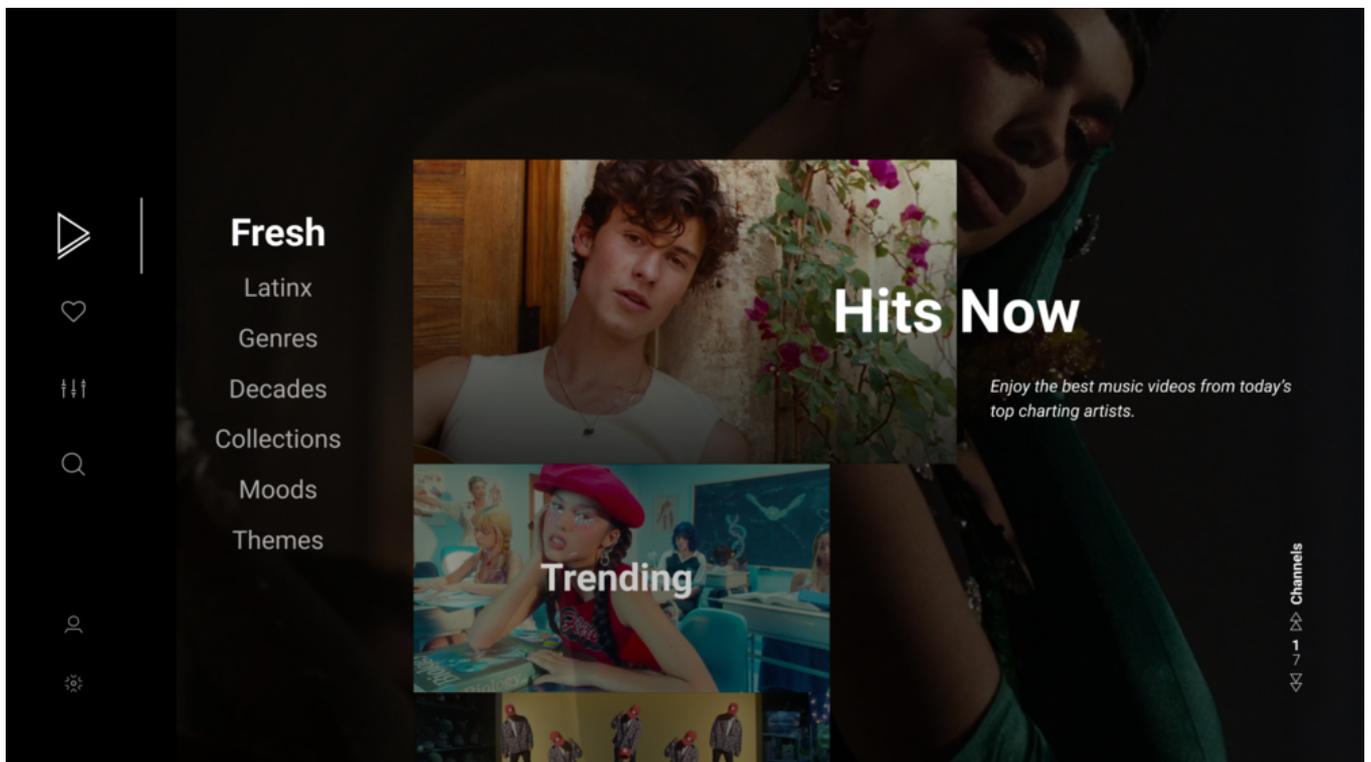


XITE

© 29 September 2021, 16:45 (CEST)

XITE EXPANDS ON SAMSUNG TV PLUS WITH CHANNELS IN CANADA

Extending its partnership, the music video service is launching new channels on the Canadian arm of Samsung's linear service.



BROOKLYN — September 29, 2021 — Today, global music video platform XITE, and smart TV leader Samsung, announced XITE will extend its reach on Samsung TV Plus with four channels in Canada. As with the US service, XITE's "Rock On" and "Just Chill" channels launched, along with two additional channels, "80s Flashback" and "90s Throwback".

“Rock On” features Rock and Metal music videos from the iconic classics to today’s boundary redefining future legends, and “Just Chill” channel allows users to take a moment to unwind with laidback music videos, intimate live performances and acoustic sessions. Time-warping channels “80s Flashback” and “90s Throwback” give the viewers a taste of “yesteryear” with hits from those decades. All four channels feature one hour of theme-specific programming each weeknight at 10 PM Eastern / 7 PM Pacific.

Cees Honig, Co-CEO of XITE, said, “We couldn’t have asked for a better partner in Samsung. We continue to collaborate to bring consumers the best experience in music videos. The super-easy lean-back experience we brought to Samsung TV Plus viewers in the US is now available in Canada.”

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, Cox, 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:



Manon Fennis

VP Marketing

manon@xite.com

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

 pr.co

XITE

XITE