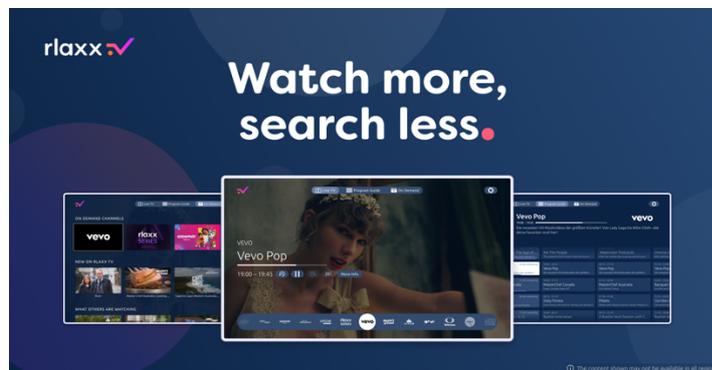


Music Fans Can Now Enjoy Vevo Music Videos on rlaxx TV



Kiel (Germany), August 4 2021 – The new ad-supported European streaming service rlaxx TV has partnered with Vevo, the world’s leading music video network, to add Vevo Pop to its channel portfolio. Vevo Pop is a curated pop-genre music video linear channel, and this partnership brings music programming back to TV and straight into living rooms.

rlaxx TV’s smart TV app functions like traditional TV, in which viewers can easily flip through and enjoy various linear-programmed channels. Vevo Pop offers the perfect content for this with its curated offering, including official premium music videos, original content, and other live performances. Viewers can enjoy content from the superstars of today, such as The Weeknd, Little Mix, Jorja Smith, Lady Gaga, Harry Styles and Ariana Grande, as well as the upcoming talents of tomorrow.

“At Vevo, our goal is to bring our vast premium music video catalog to fans wherever they are worldwide and however they want to enjoy them. By partnering with rlaxx TV, we have yet another excellent streaming service bringing Vevo’s music programming to the television and providing fans with a place for a high-quality, immersive music video viewing experience,” said **Vevo’s Director, Advanced TV, UK & International, Richard Brant.**

Vevo is currently available on rlaxx TV in Germany, Spain, the UK and France. Subsequent Vevo launches in other European markets are set for later this year.

“‘Just relax and watch TV’ was an essential motto during the conception of rlaxx TV a little over a year ago. We wanted to create a modern streaming service, which means that you can



simply switch on and then lean back without having to endlessly search for content. We are really pleased that Vevo is integrating this aspect perfectly with their channel on rLaxx TV," says rLaxx TV's CEO, Ronny Lutzi.

Beside Amazon Fire TV, Apple TV, Xbox, and Android TV, rLaxx TV can currently be found on most smart TVs in the app store. It is free of charge and does not require registration.

###

About rLaxx TV

rLaxx TV is a German advertising-based video on demand (AVoD) provider with headquarters in Kiel. The rLaxx TV offer is completely free of charge for viewers and is financed through advertising. The company's goal is to offer the best television experience according to modern standards. For that reason, content on rLaxx TV is organized in curated linear channels to save viewers lengthy search times. In addition, there are advanced features such as a pause, restart or watch-later option as well as the ability to access all content in an on-demand catalogue. By doing so, rLaxx TV combines the relaxed experience of linear television with the flexibility of a VoD service. rLaxx TV draws on a global network of content partners, who deliver custom content for viewers in many categories - from music, sports, kids, lifestyle, adventure to international feature films.

About Vevo

Vevo is the world's leading music video network, connecting an ever-growing global audience to high quality music video content for more than a decade. Founded by Universal Music Group and Sony Music Entertainment in 2009, Vevo offers fans worldwide a vast array of premium content to choose from, showcasing official music videos alongside a constantly developing lineup of live performances and innovative original programming. From top superstars to rising new talents, Vevo brings incomparable cross-promotional support to artists across the musical spectrum, at every stage of their careers.

Vevo has consistently evolved over the past decade to lead within today's ever-changing media landscape, embracing partnerships with a number of leading distribution platforms to deliver extraordinary content within ad-supported environments. With more than 26B views across television, desktop and mobile devices each month, Vevo brings music videos to the world – when, where, and how fans want them.

Vevo is available on YouTube, Samsung, Samsung TV Plus, Amazon Fire TV, Amazon Echo Show, PlutoTV, Apple TV, Roku, Comcast (Xfinity X1 and Xfinity Flex), VIZIO, Sky (NowTV and SkyQ), Foxxum, XITE, NetRange, Redbox, T-Mobile Play, Virgin Media, Xumo, Telstra and Vewd.

-END-

Press Contact:
Marie Bergner
pr@rlaxxtv.com
T +49 175 147 23 94

rlaxx TV GmbH
Wall 55
24103 Kiel
Germany

T +49 431 260 4105 0
F +49 431 260 4105 99
www.rlaxxtv.com