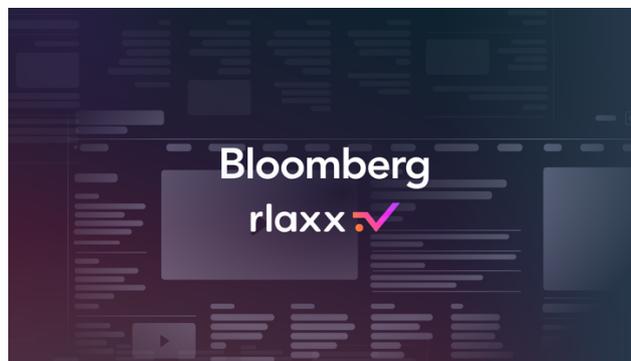


## **Bloomberg Channels Are Launching on rlaxx TV World Leader for Business News Arrives on AVOD/FAST's Most User Friendly Streaming Service**



**Kiel (Germany), 08/25/2022** – Ad-based streaming-video-on-demand service rlaxx TV has announced a partnership with Bloomberg, the global leader in business and financial news, to make their FAST channels Bloomberg Television and Bloomberg Quicktake available to audiences in 26 countries across Europe, the Middle East, South America, and Africa, bringing Bloomberg's linear streaming channels straight into the living rooms of a wider audience outside of the US.

Bloomberg Television – a global business news channel – reaches more than 400 million homes worldwide with its breaking news programs. Bloomberg Quicktake is a video business network that provides minute-by-minute coverage of the most important news of the day and original shows on business, technology, politics, and culture for a new generation of business leaders and professionals.

“Bloomberg is the best in class for Business News,” **says rlaxx TV CEO, Ronny Lutzi.** “Making their channels available to our global audience further expands our portfolio with high-quality content for viewers.”

The rlaxx TV app is now available as a Beta version on the web as well as on iOS, iPad, Android and an array of smart TV brands and media streamers such as Samsung, Amazon Fire TV, Android TV, Apple TV, Blaupunkt, Grundig, Hisense, Hitachi, JVC, LG, Medion, Metz, Panasonic, Sharp, Telefunken, Toshiba, Vestel and Xbox. The app is free of charge and does not require registration.



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#### **About rlaxx TV**

rlaxx TV is an ad-financed and therefore free of charge streaming service where content is shown in linear theme-based channels of diverse content providers. Functions such as pause, restart, or watch later as well as the possibility to access an on-demand library are of course included. In this way, the app combines the relaxed experience of linear television with the flexibility of Video on Demand. rlaxx TV is like television - but different!

rlaxx TV is currently available in the following 26 countries: Germany, Austria, Switzerland, UK, France, Netherlands, Denmark, Finland, Sweden, Norway, Belgium, Iceland, Luxembourg, Italy, Spain, Portugal, Poland, Turkey, Mexico, Brazil, Chile, Venezuela, Colombia, Australia, New Zealand and South Africa.

In addition to Amazon Fire TV, Apple TV, Xbox, iOS, iPadOS, Android, as a browser version, and Android TV, rlaxx TV is also available on most smart TVs from the following manufacturers: Samsung, Panasonic, LG, Blaupunkt, Hisense, Hitachi, JVC, Medion, Metz, Sharp, Telefunken, Toshiba, Grundig and Vestel. The rlaxx TV app can be easily downloaded from the App Store on the Smart TV and directly streamed for free without registration.

#### **About Bloomberg Media**

Bloomberg Media is a leading, global, multi-platform brand that provides decision-makers with timely news, analysis and intelligence on business, finance, technology, climate change, politics and more. Powered by a newsroom of over 2,700 journalists and analysts, it reaches influential audiences worldwide across every platform including digital, social, TV, radio, print and live events. Bloomberg Media is a division of Bloomberg LP. Visit [BloombergMedia.com](http://BloombergMedia.com) for more information.

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