

5-Minute Crafts® and 123Go! Launch on rlaxx TV



Kiel (Germany) January 23, 2024 – rlaxx TV, the rapidly expanding streaming powerhouse, is thrilled to unveil its partnership with TheSoul Publishing, adding three popular channels—*5-Minute Crafts*®, *123Go!*, and soon followed by *Bright Side*—to its content lineup. With a combined audience of over 1 billion followers and subscribers worldwide, these highly sought-after channels join rlaxx TV's diverse offering.

5-Minute Crafts® is celebrated for its practical life hacks and DIY creations, while *123Go!* entertains viewers with playful challenges and humorous content. *Bright Side* provides viewers with fascinating facts and inspiring stories for those with a never-ending thirst for knowledge.

"Those short 5-Minute Crafts® videos on social media? I can't get enough of them! Now, I'm excited that our viewers can dive into all of the channels' great content on the big screen with rlaxx TV." said **Ronny Lutzi, CEO of rlaxx TV.**

"TheSoul Publishing is excited to bring our content to rlaxx TV. The partnership will not only allow our millions of viewers to find their favourite shows on a new platform, but it will also allow us to further expand our audience to a host of new fans," said **Jonathan Shrank, Head of Broadcast Content Distribution, TheSoul Publishing.**

Reaffirming rlaxx TV's commitment to diverse content, these esteemed channels are now debuting in English in all of the 27 countries where rlaxx TV is available - with plans to expand to German and Spanish languages in the representative countries.



rlaxx TV reaches a wide audience around the globe and is accessible on all common Smart TVs, mobile apps for Android and iOS devices, and via the web <https://app.rlaxxtv.com/#/>.

This strategic expansion aims to ensure that a wider audience can immerse themselves in TheSoul Publishing's compelling narratives.

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About TheSoul Publishing:

TheSoul Publishing is the world's leading digital studio that produces engaging, positive, and original content for a global audience. With a creative team based in more than 70 countries and six continents, TheSoul Publishing showcases entertaining brands in 21 different languages, which are distributed through a social media-driven cross-platform network.

TheSoul Publishing's award-winning portfolio offers a wide range of enjoyable content, including cutting-edge 3D technology, stop-motion, live-action videos, music videos, craft projects, and vibrant animation, across its universe of well-known channels, including the world's number one DIY brand, 5-Minute Crafts®, Bright Side, 123 GO!, Avocado Couple, La La Life, Teen-Z, Baby Zoo, Slick Slime Sam, and Polar.

With over 2 billion social media followers across Facebook, Instagram, TikTok, YouTube, Pinterest, and Snapchat, TheSoul Publishing creates irresistibly shareable content for all ages. Current initiatives include expansion across additional social media, music, podcast, and streaming platforms.

TheSoul Publishing has garnered numerous accolades, including top honors and nominations from the Webby, Shorty, Telly, Viddy, Streamy, Stevie, and Lovie awards. The company was recently named 'Digital Studio of the Year' at Digiday's 2023 Video & TV Awards, won 'Best YouTube Presence' at the 2023 Shorty Awards and received a nomination for 'Social Media Team of the Year' at The Drum's 2023 Online Media Awards.

Founded in 2016, TheSoul Publishing is headquartered in Cyprus and has state-of-the-art production studios and offices across Europe and the U.S. For more information, please visit TheSoul Publishing's [website](#).

About r maxx TV:

rlaxx TV, a ZEASN group company, offers a unique streaming experience – a free, ad-supported streaming service that presents content through linear, theme-based channels from a variety of global content providers. Users can enjoy features like pause, restart, watch later, and access an on-demand library, blending the ease of linear television with the versatility of video on demand. r maxx TV is like television, but different! The tagline captures it best: "Watch more, search less."

rlaxx TV is currently accessible in 27 countries, including Germany, Austria, Switzerland, the UK, France, Netherlands, Denmark, Finland, Sweden, Norway, Belgium, Iceland, Luxembourg, Italy, Spain, Portugal, Poland, Turkey, Mexico, Brazil, Chile, Argentina, Colombia, Australia, New Zealand, South Africa, and Kenya.

Viewers can find r maxx TV on most smart TVs, including brands like Samsung, LG, Panasonic, and more, as well as all TVs equipped with Whale OS. Additionally, the service is available across multiple platforms such as Amazon Fire TV, Apple TV, Roku, Xbox, iOS, Android, and a browser version, to name a few. The app can be effortlessly downloaded from the Smart TV's App Store, allowing users to start streaming without any registration. Discover a new way to watch at rlaxxtv.com.

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