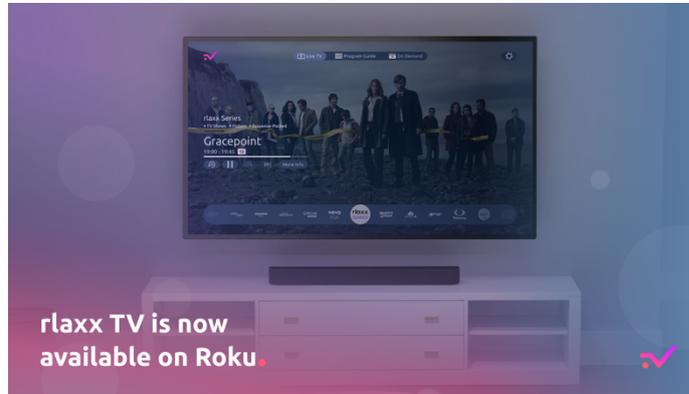


## rlaxx TV Launches on Roku



**Kiel (Germany) May 4, 2023** | rlaxx TV, the international video streaming service, launches its linear ad-financed video-on-demand service (FAST+AVOD) on the Roku Channel Store.

This launch marks another step towards further expanding the reach of rlaxx TV, which is currently available in 27 countries. rlaxx TV adds a broad selection of international premium niche content to Roku, curated for a diverse viewership.

Roku is known as the pioneering company for TV streaming and offers an easy and cost-effective way to stream TV, by simply plugging the Roku player into the smart TV, connecting to the Internet, and setting up a Roku account. Roku devices provide users with access to over 4,000 free and paid channels in its Roku Channel Store, which will also include rlaxx TV.

rlaxx TV offers continually expanding premium niche channels from a broad array of international content partners and includes categories such as Movies & Series, Documentaries, News, Sports, Lifestyle & Entertainment, as well as Food & Drink.

*"We are very excited to now expand our distribution footprint with the launch of rlaxx TV on Roku", says Ronny Lutzi, CEO and founder of rlaxx TV. "The launch will give us the opportunity to reach even more customers and furthers our mission of ubiquity."*

rlaxx TV is currently available on Roku in Germany, United Kingdom, France, Mexico, Argentina, Brazil, Chile, Colombia, and Australia.



#### **About Roku**

Roku pioneered streaming to the TV. We connect users to the streaming content they love, enable content publishers to build and monetize large audiences, and provide advertisers with unique capabilities to engage consumers. Roku streaming players and TV-related audio devices are available in the U.S. and in select countries through direct retail sales and licensing arrangements with service operators. Roku TV™ models are available in the U.S. and in select countries through licensing arrangements with TV OEM brands. Roku is headquartered in San Jose, Calif. U.S.A.

#### **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 27 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, South Africa and Kenya.

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 and without registration.

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