



Global Documentary Platform DocuBay Collaborates with Leading Smart TV Solutions Provider Foxxum

(23rd July, 2019 – United States and India): DocuBay, the premium international documentary VOD streaming service by IN10 Media, announced a significant collaboration with Foxxum, global leader in the development and operation of innovative Smart TV solutions. As part of the collaboration DocuBay will provide its library of premium content on the Foxxum-enabled devices worldwide, comprising of several major markets including Europe and the United Kingdom (UK).

Through this collaboration, DocuBay continues steadfast on its global proposition through a clear and focused content positioning with universal appeal. Foxxum's platform expertise offers viewers the best Smart TV user experience, and a customised user-friendly design. The extensive catalogue of documentaries will be deep linked, and video thumbnails will be made available to their millions of users across a wide range of devices. Users will have access to DocuBay's exciting features including thematic curated Bays like Nature, Action, Travel, Culture, Science, Sports etc. that showcases documentary features from over 80 countries, and counting.

Commenting on the collaboration, **Akul Tripathi, COO, DocuBay** said, "Launching DocuBay on Foxxum, one of the finest Smart TV platform solutions providers, reinforces our presence and our reach strategy worldwide. This collaboration strengthens our reach in Europe and UK. We continue to work toward providing the best of content across multiple screens with seamless user experience."

Ronny Lutzi, Chief Executive Officer, Foxxum said: "We are convinced that Smart TV is the best form of home entertainment now and in the future, therefore we are very happy to contribute our expertise and outstanding services to DocuBay."

About DOCUBAY

Headquartered in Mumbai, India, DocuBay is a global, subscription-based VOD streaming service and OTT platform exclusively designed to stream premium international documentary films. Specializing as a niche video service, DocuBay features content from all corners of the globe in a variety of categories. The official international consumer launch is scheduled for summer 2019 and will be available on the App Store and Google Play, with additional platforms to be announced at its launch. www.docubay.com

About IN10 MEDIA

IN10 Media is a network with diverse offerings in the media and entertainment sector. With deeply entrenched roots in the creative community and a long association with premium content, the brands in its folds—including EPIC Channel, EPIC On, DocuBay, Juggernaut Productions, and Showbox - cover every aspect of the content life-cycle across platforms. Led by entrepreneur Aditya Pittie, IN10 Media has its efforts focused on building world-class brands. www.in10media.com



About Foxxum

Foxxum is a global leader in the development, operation and commercial marketing for innovative Smart TV solutions. Founded in 2011, the headquarter is based in Kiel, Germany and operates worldwide. As an established pioneer in the Smart TV sector, Foxxum works closely with leading companies at all stages of the global consumer electronics value chain to develop Smart TV solutions – from silicon vendors to device manufacturers and network operators. Worldwide partnerships with premium broadcasters and video on demand services, video producers and distributors allow Foxxum to provide a best in class content portfolio containing the most important global content brands as well as country specific local content providers. Foxxum's development and platform expertise offer viewers the best Smart TV user experience, innovative Smart TV technology, a global entertaining content portfolio and a user-friendly design. Foxxum provides highly tailored solutions and personal collaborations to its partners, which include the possibility of jointly tapping into profitable revenue streams. www.foxxum.com