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# **FastStream Interactive acquires ROXi, prepares to revolutionise US Broadcast TV**

- \* Management-led buy-out of ROXi technology and business**
- \* Revolutionary free Interactive TV Channels to launch imminently**
- \* Backed by major US broadcasters including Sinclair and Gray**
- \* FSI shareholders also include Adam Clayton, Guy Hands, Jim Mellon**

LONDON – EMBARGOED:19 May 2025 14:00BST: Management at music video streaming service ROXi have completed a management buy-out of the ROXi business, in partnership with a syndicate of major investors that includes major US TV broadcasters Sinclair and Gray Media.

The new company, FastStream Interactive Limited (“FSI”), has successfully acquired the business and technology of ROXi - as well as sealing distribution deals with major US broadcasters, who will bring FSIs innovative new Interactive TV Channels to US Broadcast TV across the US.

Rob Lewis, CEO of FastStream said, “The new technology, FastStream, will revolutionise Broadcast TV. For the first time in history, consumers tuning into a normal TV channel will find they automatically start at the beginning of the program, and that they are able to skip, pause or search, even though they are watching normal Broadcast TV”.

The first FastStream-powered TV Channel to launch will be ROXi, which will be America’s first Interactive TV Music Channel, available free on NEXTGEN TV, allowing TV viewers across America frictionless access to all the music they love, whenever they want, for free, on their TV without the need for an app - and with no registration or subscription required.

NEXTGEN TV is the new digital TV standard being rolled out across the US. Today, 75% of the US population, an estimated 125 million US households, have access to NEXTGEN TV today. By 2028, over 75% of all US TVs sold will be NEXTGEN TV sets.\*

The new company has the support of >100 major investors including multiple US broadcasters and prestigious names in music and corporate finance, who see the technology as an opportunity to enhance the Broadcast TV experience across America.

Shareholders include US broadcasters Sinclair and Gray Media, U2 bassist Adam Clayton, Terra Firma Founder Guy Hands, British billionaire businessman Jim Mellon, and Global Lead of TMT at Rothschilds Warner Mandel.

Skip Flenniken, VP & GM Technology Business Development at Sinclair commented, “FastStream Interactive will empower Sinclair to deliver a range of cutting edge, fully interactive TV channels. Our viewers across the U.S. will be able to search, skip, and engage with content in a seamless, personalised experience.”

Robert Folliard, SVP of Government Relations & Distribution at Gray Media, said, “Working together with FastStream Interactive, Gray will be introducing fully interactive TV channels to viewers. We see this as a compelling new chapter for TV entertainment and another reason for consumers to be excited about the upcoming NEXTGEN TV transition.”

Advisors included Rockefeller Capital Management and Begbies Traynor Group.

William Drewry, Managing Director and Head of Technology, Media & Telecom in Rockefeller Capital Management’s Investment Banking division commented, “The successful acquisition of ROXi’s technology platform by FSI will help to ensure this innovative solution can be enjoyed by millions of TV viewers. This transaction could have transformational impacts on the broadcast industry and end-user experience by introducing fully interactive TV channels to NEXTGEN TV without the need for apps, making the platform more attractive to consumers and TV manufacturers alike.”

Asher Miller, Partner at Begbies Traynor Group, commented, “BTG’s Global Advisory team are delighted to have supported this transaction which provides a platform for FSI to disrupt the US and UK TV markets. We look forward to seeing the revolutionary impact of FSI on the NEXTGEN TV industry over the coming years.”

In addition to working with the major US broadcasters, FastStream Interactive will be partnering with major Smart TV and Pay TV vendors in the USA and Europe to provide compelling Interactive TV Channel experiences including ROXi on key Smart TV and Pay TV platforms.

## **Ends**

\*Sources: National Association of Broadcasters, S&P Global Market Intelligence Kagan, US TV station-level households and populations; December 2024.

### **About FastStream Interactive**

FastStream Interactive’s interactive TV platform represents a revolution in Broadcast TV for broadcasters and content owners, making Broadcast TV channels fully interactive without the need for users to ever download or launch a TV App. FastStream TV channels benefit from the instant accessibility of a Broadcast TV channel but with the full interactivity and functionality of a downloaded OTT App. Many analysts believe FastStream will make Broadcast TV relevant to a younger customer base who expect to be able to skip and personalise their experience. Indeed, the Verge has called out the FastStream technology as the saviour of Broadcast TV, whilst The Washington Post named the FastStream technology one of the top three announcements at CES 2024.

### **About Sinclair**

Sinclair, Inc. (Nasdaq: SBGI) is a diversified media company and a leading provider of local news and sports. The Company owns, operates and/or provides services to 185 television stations in 86 markets affiliated with all the major broadcast networks; and owns Tennis Channel and multicast networks Comet, CHARGE, ROAR and The Nest. Sinclair's content is delivered via multiple platforms, including over-the-air, multi-channel video program distributors, and the nation's largest streaming aggregator of local news content, NewsON. The Company regularly uses its website as a key source of Company information which can be accessed at [www.sbgi.net](http://www.sbgi.net).

### **About Gray Media**

Gray Media, Inc. (NYSE: GTN) is a multimedia company headquartered in Atlanta, Georgia. The company is the nation's largest owner of top-rated local television stations and digital assets serving 113 television markets that collectively reach approximately 37 percent of US television households. The portfolio includes 78 markets with the top-rated television station and 99 markets with the first and/or second highest rated television station during 2024, as well as the largest Telemundo Affiliate group with 44 markets. The company also owns Gray Digital Media, a full service digital agency offering national and local clients digital marketing strategies with the most advanced digital products and services. Gray's additional media properties include video production companies Raycom Sports, Tupelo Media Group, and PowerNation Studios, and studio production facilities Assembly Atlanta and Third Rail Studios. For more information, please visit [www.graymedia.com](http://www.graymedia.com).

### **Media contact**

FastStream Interactive: Tim Hadley  
[tim.hadley@faststream.network](mailto:tim.hadley@faststream.network)  
+447976410001