

**EMBARGOED TO: 3PM BST / 10AM EDT July 30 2025:**

## **ROXi, Revolutionary Interactive Music TV Channel, Launches on US Broadcast TV**

**ROXi and Sinclair partner to bring interactive music TV channel to NextGen TV households in 31 US markets**

**London, UK and Baltimore, MD - July 30, 2025** - ROXi, the world's first fully interactive TV music channel, powered by FastStream Interactive, and Sinclair, a diversified media company and a leading provider of local news and sports, today announced a strategic partnership which brings ROXi's music channel to 31 US TV markets\*, with additional US markets launching later this year. Pearl TV will assist with the rollout of ROXi in non-Sinclair markets and continue to provide support on technical standards.

ROXi's interactive channel delivers easy, frictionless, and free access to music videos on-demand, on NextGen enabled televisions with an interactive app-like experience, without the need for user accounts, passwords, or subscriptions.

Consumers tuning into the ROXi TV channel will discover interactive features previously unavailable on broadcast television. Viewers can skip through music videos Tik-Tok style - or search for any artist, song, mood, or genre - all instantly, with their TV remote from ROXi's catalogue of 100 million licensed songs, in partnerships with Universal Music Group, Sony Music Entertainment, Warner Music Group, and MERLIN. The comprehensive catalogue is comprised of both original music videos and virtual music videos.

"ROXi is expanding what's possible on broadcast television, and this partnership brings an interactive music experience to viewers in a simple, accessible way—no apps, logins, or subscriptions required. It's a clear example of how NextGen TV enhances the broadcast experience," said Skip Flenniken, VP & GM, Technology Business Development, Sinclair.

ROXi is powered by FastStream, the award-winning interactive TV platform technology from FastStream Interactive, which leverages NextGen TV (ATSC 3.0), the next-generation broadcast TV standard. FastStream was recognized with "Best of CES" and "Best of Show" Awards at CES and NAB respectively when demoed in Las Vegas last year.

"More than 40 years after MTV first hit American TV screens, ROXi is revolutionizing the way we experience music on TV in the US, turning the TV into a musical hub for

the American family again,” said Rob Lewis, CEO of FastStream Interactive. “This isn’t just a music channel, it’s a game-changer for television. ROXi is just the beginning, we’ll be launching multiple non-music TV channels, ushering in a new era of interactive TV across America.”

The U.S. rollout is supported by U.S. broadcast business group Pearl TV. “ROXi’s new service will delight viewers because it is seamless, interactive, and free,” said Anne Schelle, managing director of Pearl TV. “Today’s TV audiences expect control, personalization, and instant access, and ROXi delivers this in spades. We’re thrilled to support ROXi’s launch as a new NextGen TV benefit for our viewers and can’t wait to see it expand across the rest of the country, in partnership with multiple broadcasters.”

***\*US TV markets where ROXi is available Albany, NY, Baltimore, MD, Birmingham, AL, Buffalo, NY, Charleston, SC, Cincinnati, OH, Columbus, OH, Dayton, OH, Des Moines, IA, El Paso, TX, Flint, MI, Fresno, CA, Green Bay, WI, Greensboro, NC, Greenville, SC, Las Vegas, NV, Minneapolis, MN, Mobile, AL-Pensacola, FL, Nashville, TN, Omaha, NE, Pittsburgh, PA, Portland, ME, Raleigh, NC, Rochester, NY, Salt Lake City, UT, San Antonio, TX, Seattle, WA, Syracuse, NY, Washington, DC, West Palm Beach, FL, and Wichita, KS.***

### **About ROXi**

ROXi is a free to air, CTV ad-funded, interactive music video streaming and broadcast service for TV. ROXi’s interactive TV channel launched with Sinclair across the US, brings free on-demand music video streaming to US broadcast TV for the first time on NEXTGEN TV. ROXi channel viewers can Skip through music videos Tik-Tok style, with their TV remote, Pause, Play, Favourite, and Search ROXi’s library of 100 million music videos from Universal Music Group, Sony Music Entertainment, Warner Music Group and MERLIN. ROXi features an array of curated music video channels covering Pop, Rock, Country, Best of 80s, 90s, Gospel, Urban, and more, or search for an artist or genre and enjoy ROXi’s AI generated music video playlists. ROXi’s comprehensive catalogue is comprised of both Original Music Videos and Virtual Music Videos. ROXi is powered by FastStream, the award-winning interactive TV platform technology from FastStream Interactive, which leverages NextGen TV (ATSC 3.0). See [www.roxi.tv](http://www.roxi.tv)

### **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. See [www.faststream.network](http://www.faststream.network)

### **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 180 television stations in 82 markets affiliated with all major broadcast networks; owns Tennis Channel, the premium destination for tennis enthusiasts; multicast networks CHARGE, Comet, ROAR and The Nest; and the nation's largest streaming aggregator of local news content, NewsON. Sinclair's AMP Media produces a growing portfolio of digital content and original podcasts. Additional information about Sinclair can be found at [www.sbgi.net](http://www.sbgi.net).

### **About Pearl TV**

Pearl TV is the leading U.S. broadcast consortium dedicated to advancing NEXTGEN TV (ATSC 3.0) and innovative over-the-air experiences. As a collaboration between eight major broadcast groups—including Cox Media Group, E.W. Scripps, Graham Media, Hearst Television, Nexstar, Gray Television, Sinclair, and TEGNA—Pearl TV represents over 820 local stations covering 99% of the U.S. population across all top 50 TV markets. Pearl TV champions NEXTGEN TV's upgraded capabilities—including HDR video, Dolby Atmos sound, interactive apps, program restart, and data-driven services—while collaborating with consumer electronics manufacturers to ensure a smooth rollout of compatible devices. Through coordinated marketing campaigns and partnerships, Pearl TV enables local broadcasters to deliver immersive, free, broadcast-quality experiences designed for the modern viewer. See [www.pearlTV.com/](http://www.pearlTV.com/)

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