



# Comcast Launches Xfinity TV Partner Program; Samsung First TV Partner To Join

## New Xfinity TV Partner App will leverage open standard technologies to provide access to Xfinity TV content and guide on smart TVs and other IP-enabled devices.

Comcast today announced the launch of the Xfinity TV Partner Program to expand the range of retail devices its customers can use to access their Xfinity TV service. Leveraging open standard technologies, such as HTML5, the Xfinity TV Partner Program provides a common framework to which smart TV, TV-connected and IP-enabled retail device manufacturers can build to make the Xfinity TV Partner app available to eligible customers in Comcast markets without the need to lease a set-top box from Comcast.

As a result of Comcast's new partnership with Samsung Electronics Co, Ltd., the first smart TV manufacturer to sign up for the program, Comcast customers will soon be able to access their Xfinity TV cable service in the home via the Xfinity TV Partner app on 2016 Samsung Smart TVs.

"Comcast has long partnered with Samsung to bring our customers advanced, high-quality entertainment viewing experiences, and we are thrilled to have them on board to help launch this exciting program," said Mark Hess, Senior Vice President, Office of the Chief Technology Officer, Business and Industry Affairs, Comcast Cable. "We remain committed to giving our customers more choice in how, when and where they access their subscription, and the Xfinity TV Partner Program enables us to efficiently and effectively expand the range of devices our customers can utilize to do that."

Available later this year, the Xfinity TV Partner app will provide Samsung Smart TV customers with access to Xfinity's Emmy Award-winning guide and live and on demand programming, including local broadcast, cable and Public, Educational and Governmental (PEG) channels, as well as their cloud DVR recordings.

"Samsung is excited to collaborate with Comcast in new and innovative ways to deliver content into the homes of our customers," said Won Jin Lee, Executive Vice President, Samsung Electronics. "Samsung is focused on delivering the highest quality experience to our consumers while providing them with a variety of choices to access their favorite content. This year, with our new Smart TV

interface, it's easier than ever for Comcast subscribers to find and enjoy their favorite TV shows, movies and on demand services."

The new Xfinity TV Partner app is not an over-the-top product or Internet streaming service. It will enable Xfinity TV customers to receive their Xfinity TV cable service on connected TVs and other IP-enabled third-party devices. Partners who are interested in including the new app on their devices should visit <https://developer.xfinity.com/cableapp> <<https://developer.xfinity.com/cableapp>> or contact Comcast directly via email at [partner@comcast.com](mailto:partner@comcast.com) <<mailto:partner@comcast.com>> .

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