

News about Pay TV



CARLOS MARTINES FROM FOX: OUR OFFER FOX+ DOES NOT CANNIBALIZE OUR CURRENT BUSINESS

13/02/2018

Article published on February 13th, 2018 by: [Produ](#)

FOX Networks Group (FNG) Latin America launched FOX+ in Mexico, a package including 18 live signals and all the content on demand.

Thus, the users will have to their reach exclusive premiers, series, sports and events live, hit films, children's contents, exploration and adventure, among others.

FOX+ offers in Mexico a unique experience and with the highest quality of Online TV in Latin America to which you can access through the FOX app (signing in on Apple Store, Google Play, Claro video, Dish OTT or Mediakey), from any device with access to internet.

Carlos Martínez, president of FOX Networks Group Latin America, explained that "FOX+ is the experience of our content, according to our time, it is innovative. This proposal allows us get directly to the segments of the millennials who only have access to contents through the internet and expect to watch live contents via streaming.

Additionally, he declared that this new offer and way of consuming content will be done without cannibalizing the current business; thus, the package FOX+ will also be available for pay-TV subscribers subscribed to the Fox Premium Service authenticated in the everywhere TV mode.