



Published on *Roku Online Newsroom* (<https://newsroom.roku.com>) on 10/1/15 6:00 am PDT

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# Roku Launches Popular Streaming Players in Mexico

## Release Date:

Thursday, October 1, 2015 6:00 am PDT

## Terms:

[Company \(USA\)](#) [1] [Press Releases \(USA\)](#) [2]

## Dateline City:

Mexico City, 1st October 2015

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## *Launch Marks Roku's Official Entry into Latin America*

Roku Inc., today announced that it is launching its popular streaming players in Mexico. Roku streaming players are renowned for their rich content selection, ease of use, and value. In Mexico, consumers with a Roku streaming player can enjoy thousands of movies and TV episodes from 1,500+ streaming channels, including such popular services as Netflix, Google Play, Spotify, YouTube and soon Crackle, Cinépolis Klic and others.

"For many consumers watching TV no longer equals tuning in to a specific TV channel at a certain time. Instead consumers want to stream the TV show or movie of their preference at their convenience. This is a big trend in the United States and we are seeing very similar consumer demand developing now in Mexico," said Alex Dalesio, sales director for Latin America at Roku. "Roku players enable Mexicans to watch TV on their terms: choose what to watch and when to watch it."

### **A Streaming Player for Everyone**

Roku is launching three streaming player models in Mexico:

- Roku Streaming Stick: The compact design of the Roku Streaming Stick makes it the perfect choice for wall-mounted flat screen TVs. Thanks to the point anywhere remote control it can be installed out of sight on the back or side of a TV. Its compact size also makes it an ideal travel companion to stream favorite entertainment to a TV in a hotel room or vacation house.
- Roku 1: This streaming player is great for both HDTVs as well as older TVs. The versatile Roku 1 can be connected to a TV using the HDMI or composite (red, white, yellow) connections.
- Roku 2: With a powerful processor this player delivers lightning-fast performance and stunning highdefinition video. It features dual-band wireless and a wired network connection as well as a built-in USB port for local media playback.

All Roku streaming players come with a remote control that features shortcut buttons for popular streaming channels such as Netflix and YouTube. Consumers also have the option to use the free Roku mobile app for iOS and Android to control their Roku player with the same easy-to-use buttons including play/pause, forward/back, instant replay, and option. The mobile app can also be used to stream or cast photos, music and videos from a mobile device to the TV. Consumers who use Netflix or YouTube on a mobile device can also cast their entertainment of choice directly from those apps.

### **Endless Entertainment**

With a Roku streaming player consumer get instant access to the Roku Channel Store, which today offers 1,500+ streaming channels in Mexico. The store includes popular services Netflix, Google Play and YouTube as well as hundreds of special interest channels in categories including food, fitness, music, sports and kids. New channels are added continuously to the Roku Channel Store and include free, subscription-based and rental content.

Roku expects to add streaming channels to the Roku Channel Store continuously, beginning with Mexican movie streaming service Crackle and Cinépolis Klic which are coming soon.

"We are looking forward to launching Cinépolis Klic soon on Roku players in Mexico. Consumers will appreciate the ease of use of Roku's streaming players and for us it is such a great platform to make our service available and continue our innovation strategy. At launch consumers will be able to watch the most recent out of the cinema blockbusters on their Roku player through Cinépolis Klic such as Avengers 2, Jurassic World, Minions and Inside Out," said Marco de la Cruz, Deputy Director at Cinépolis Klic.

Examples of categories in the Roku Channel Store and channels available include:

- 200+ Movies & TV show channels: including Spanish language programming from Netflix, Google Play and soon Crackle, Cinépolis
- 100+ Music channels: Spotify, Rdio and local radio through TuneIn Radio
- 100+ Food channels: Tastemade and iFood.tv
- Nearly 100 Kids & Family channels: Happy Kids and Cartoon Club
- Nearly 100 Casual Games: Tetris, Snake and Frisbee Forever

- Nearly 100 Sports channels: Sports Illustrated, WWE, GoPro and Red Bull TV
- Nearly 50 Internet Video channels: YouTube, Vimeo, DailyMotion, TED and Twitch

## Open Streaming Platform

The launch of the open Roku streaming platform in Mexico offers a new opportunity for content providers to reach consumers and allow them to stream their entertainment to TV. Content providers that are interested in using the Roku platform to deliver entertainment to the TV are invited to visit <http://developer.roku.com> [3] for more information and to download the free SDK.

## Pricing and Availability

All three models are expected to be available in early October from retail and online stores including Best Buy, Walmart, RadioShack, Linio and Amazon.com.mx. Suggested retail prices are:

- Roku Streaming Stick 1099 Pesos
- Roku 1 1099 Pesos
- Roku 2 1549 Pesos

## About Roku, Inc.

Roku is the creator of a popular streaming platform for delivering entertainment to the TV. Roku streaming players and the Roku Streaming Stick® are made by Roku and sold through major retailers in the U.S., Canada, the U.K. and the Republic of Ireland. Roku licenses a reference design and operating system to TV manufacturers to create co-branded Roku TV models. Under the Roku Powered™ program, Roku licenses its streaming platform to Pay TV providers around the world who want to use the Internet to deliver entertainment services through streaming players. Roku was founded by Anthony Wood, inventor of the DVR. Roku is privately held and headquartered in Saratoga, Calif., U.S. Roku and Streaming Stick are registered trademarks and Roku TV and Roku Powered are trademarks of Roku, Inc. in the U.S. and in other countries.

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## Language:

English

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