

# BritBox UK announces Roku launch

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[BritBox](#)

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**London, 31 August 2021:** BritBox UK and Roku, Inc. today announced that BritBox, which gives subscribers access to the best of British creativity, is now available on Roku streaming players and Roku TV™ models.

Existing BritBox customers can simply log in to the new BritBox channel on their Roku® streaming device whilst Roku users who do not yet have BritBox can sign up simply via their remote control thanks to seamless integration with Roku Pay.

Roku Pay features a low-friction signup flow that makes it quick and easy for customers to sign up for free trial subscriptions, subscribe to channels, and purchase movie rentals, sporting events, and pay-per-views. After adding a payment method, customers can make purchases right from their TV with just a

few presses on their Roku remote control, while managing their subscriptions both online and on-device.

BritBox UK offers subscribers the biggest collection of British box sets\*\* starring the finest home-grown talent, including the likes of Broadchurch, Downton Abbey, Vera, Only Fools and Horses, Love Island and Original exclusive content including The Beast Must Die, Secrets of the Krays and Spitting Image, which will return to the platform later this year.

Tom Price, BritBox UK's Commercial Director said:

*"We are thrilled to bring the best of British entertainment to Roku, which has been one of the most demanded platforms in customer feedback. Our mission is to make it easy to enjoy BritBox across any device and we now cover all the major streaming devices and smart TV platforms. It's perfect timing with original and exclusive shows including the new series of Spitting Image launching in the next few months as well as our unrivalled collection of classic and contemporary British TV."*

*"We are thrilled to bring BritBox to Roku customers in the UK. It fits our philosophy to always offer the best and diverse entertainment selection to our users. BritBox, with its wide range of British TV series as well as new exciting originals, will add even more choice to our users in the UK",* said Yulia Poltorak, Director International Content Distribution at Roku.

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## About BritBox

BritBox is a digital video subscription service created by the BBC and ITV. The service brings the very best in past, present and future British programming and award-winning content to viewers all in one place for £5.99 per month in HD. British TV boxsets from All 4 and British films from Film 4 are also available. The service includes high quality factual and entertainment content from Channel 5 plus original British comedies from Comedy Central UK. BritBox features the biggest collection of British content available on any streaming service, and brand-new commissions for British production companies specifically created for BritBox. BritBox also offers expert curation and playlists that will enable viewers to easily find programmes they know and discover new favourites via web, mobile, tablet, connected TVs and streaming devices including Fire TV, Apple TV, Freesat & Chromecast. Content on BritBox can be downloaded and viewed offline where rights allow.

## About Roku, Inc.

Roku pioneered streaming to the TV. We connect users to the streaming content they love, enable content publishers to build and monetize large audiences, and provide advertisers with unique capabilities to engage consumers. Roku streaming players and TV-related audio devices are available in the U.S. and in select countries through direct retail sales and licensing arrangements with service operators. Roku TV™ models are available in the U.S. and in select countries through licensing arrangements with TV brands. Roku is headquartered in San Jose, Calif. U.S.A.

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