



All 4 comes to Amazon Fire TV

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Fire TV customers now have free, unlimited and on-demand access to Channel 4's huge content library

All 4 joins over 4,000 channels, apps and games now available for Fire TV devices

Luxembourg—30th December, 2015—Amazon today announced that All 4, the free on-demand digital service from Channel 4, is now available on Amazon Fire TV in the UK. The All 4 app is supported on the award-winning all-new Amazon Fire TV and is coming soon to Fire TV Stick, giving users free and on-demand access to a wide selection of programmes from Channel 4, E4 and More 4.

The launch of All 4 means Fire TV now offers catch-up services from each of the UK's terrestrial broadcasters, with apps from the BBC, ITV, Channel 5 and Channel 4 all available.

"All 4 coming to Fire TV is another huge win for our customers," said Jorrit Van der Meulen, Vice President, Amazon Devices EU. "Since we launched Fire TV we've constantly increased the selection of apps, and All 4 adds free access to some of the best British TV programming of the last 30 years. Fire TV customers can now enjoy the latest series of Channel 4 favourites including Peep Show and Catastrophe, as well as classics such as The Inbetweeners and The IT Crowd—and we're working to add even more channels, apps and games for our customers to enjoy in future."

Carl Pfeiffer, Head of Distribution at Channel 4, said: "It's been a busy year for All 4, with new devices, features and of course great new programmes. We're pleased to launch All 4 on Amazon Fire TV, giving many more viewers the opportunity to enjoy thousands of Channel 4 programmes for free on this device."

Fire TV has quickly become Amazon's top-selling device family, and content selection has consistently grown since the original Fire TV streaming box launched in the UK last autumn. As well as All 4, users can enjoy over 4,000 channels, apps and games now available for Fire TV devices, including ITV Hub, Netflix, BBC iPlayer, UKTV Play, Demand 5, BBC Sport, Curzon Home Cinema, Sky News, Spotify, Ministry of Sound Radio, Prime Music, Vevo, Plex, MUBI, YouTube.com, and more, as well as Amazon Video and Prime Video.

From today, customers can enjoy All 4 on the award-winning all-new Fire TV. Amazon Fire TV comes with support for 4K Ultra High Definition (UHD) and adds a range of new features, including 75% faster processing, 802.11ac MIMO Wi-Fi, 2x more efficient video encoding with HEVC and Mayday Screen Sharing, as well as customer-favourite features such as voice search that actually works, Advanced Streaming and Prediction (ASAP) and X-Ray for Movies and TV Shows—all for just £79.99. During Amazon.co.uk's Boxing Day Deals Week, the all-new Amazon Fire TV is available for just £64.99—a saving of £15.

All 4 will soon be available for all versions of Fire TV, including Fire TV Stick—Amazon's fastest-selling device ever.

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About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.

About Channel 4

Channel 4 is a publicly-owned, commercially-funded, not-for-profit public service broadcaster and has a remit to be innovative, experimental and distinctive. Its public ownership and not-for-profit status ensure all profit generated by its commercial activity is directly reinvested back into the delivery of its public service remit. As a publisher-broadcaster, Channel 4 is also required to commission UK content from the independent production sector and currently works with around 400 creative companies across the UK every year. In addition to the main Channel 4 service, its portfolio includes: E4, More4, Film4, 4Music, 4seven, Channel4.com and digital service All 4.