

August 15, 2019

IFA 2019: IFA Keynote with Roku CEO Anthony Wood - Welcome to the Age of Streaming

Streaming pioneer Roku to take the stage in Berlin

Anthony Wood, founder, chairman and CEO of Roku, Inc., will share his company's vision and outline the strategies and innovations that are transforming television. Roku® has pioneered streaming to the TV by championing consumers, helping content companies build large audiences and improving ways brands reach customers. The company is the leading streaming platform in the United States and international growth is focus for Roku. In the second quarter, ending on 30 June 2019, 30.5 million Roku customer accounts streamed more than 9 billion hours of entertainment on Roku streaming players and Roku TVs.

"Consumers love our products because of the simplicity, breadth of entertainment and incredible value they offer. Our streaming players and Roku TVs give consumers choice and control over their entertainment time," says Anthony Wood, CEO of Roku. "We believe that all TV will be streamed, and that the industry will consolidate around a select number of TV operating systems, similar to what happened in the PC and smartphone markets. Nearly all TV manufacturers will license a TV operating system, like ours," continued Wood.

A new era of TV is upon us. The future is at hand when every TV is connected to the internet, where modern software powers consumer experience, and advertisers and publishers have better ways to reach consumers. In the US, TV streaming has already altered the traditional linear TV distribution, by empowering consumers, bringing content publishers closer to valuable audiences and giving advertisers more effective tools. Similar advancements are picking up pace around the world.

Roku created the first purpose-built OS for TV and operates the No. 1 TV streaming platform in the US. The Company pioneered numerous innovations that strengthen the TV ecosystem and millions of consumers use Roku devices every day. The Roku platform is a trusted destination for publishers and advertisers who want to connect with a highly engaged TV audience.

A decade ago, Anthony Wood predicted that someday all TV will be streamed. That day is at hand. He'll discuss the opportunities created by this profound and far-reaching transformation.

All IFA Keynotes at a glance

IFA is the world's most inspiring trade show for consumer electronics and home appliances. It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 6 to 11 September 2019. Alongside the event, IFA Global Markets takes place at STATION-Berlin from 8 to 11 September and is IFA's international sourcing platform for OEMs, ODMs, suppliers, component manufacturers and undiscovered brands from all over the world.

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