

BOX TV Launches More Free Music TV via the Red Button

/EINPresswire.com/ Box TV has introduced a free live streaming service and interactive Freeview portal for its portfolio of [music TV channels](#).

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From now [4Music](#), Heat, Kiss, Kerrang!, Box, Smash Hits and Magic can now be viewed for free through a brand new simulcast service on 4Music.com and the respective channel websites.

The live streaming service is a bespoke video player that allows audiences to watch all of Box TV's much-loved, linear music channels on the web and on-the-go via mobile and tablet devices.

To complement this new offering, Box TV has developed an interactive TV portal that gives 4Music Freeview viewers access to Magic, Kiss and Kerrang! via the red button.

The company says this is the first time live IP streams have been added to a broadcast DTT channel (4Music) to create a portal of additional content. It's also the first MHEG-ICS service to make use of encryption to protect the streams. This service enables broadcasters to give connected TV viewers an enhanced TV experience with more choice, more functionality and more content.

Box TV is a joint venture between Bauer Media and [Channel 4](#), broadcasting seven of the UK's leading music television channels across satellite, cable and digital terrestrial platforms. Channels comprise of 4Music, The Box, Kiss, Kerrang, Smash Hits, Heat and Magic.

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