

Roku TV Arrives in Europe

Written by Frederick Douglas
09. 09. 2019

IFA 2019 sees Roku bring its self-titled TV operating system to Europe, starting with the UK as Hisense announces the Q4 2019 launch of TV models sets running on the software.



The Hisense Roku TV for the European market is a 65-inch model featuring 4K UHD resolution and HDR capability combined with the easy-to-use Roku OS complete with "thousands" of streaming channels. Roku TVs strip down the menus of smart TVs with a simple home screen showcasing all available content, including live programming, streaming movies or music, in one place. Control takes place using either simple TV remote or Roku mobile app.

Roku promises Hisense is only the first of a number of TV makers taking advantage of the Roku TV licensing program in Europe. The program offers vendors a reference platform with TV and remote control designs, as well as technical support. Roku manages the entire software ecosystem, including securing and updating streaming channels and software updates.

"While consumers love Roku TV's simplicity and advanced features, TV manufacturers benefit from the low cost of manufacturing, a variety of technology options, and support from Roku. The ability to quickly bring to market a leading smart TV experience that is regularly updated by Roku and is packed with entertainment gives TV manufacturers an edge in the competitive TV business," the company adds. "We are pleased to bring the Roku TV licensing program to Europe and look forward to the first Hisense Roku TVs in market this year."

As mentioned earlier, the Hisense Roku TV will be available in the UK on Q4 2019.

Roku TV Arrives in Europe

Written by Frederick Douglas
09. 09. 2019

Go [Roku Expands Roku TV Licensing Program Into Europe](#)