



9XO High Five

Five years of best international Hits

Launch of O Bot and Insta Top 10

9XO, the international music channel by 9X Media completes five melodious years of airing playing super cool music. The channel celebrates five years on 24, April 2017 with a series of programming and digital initiatives. With a theme titled 9XO High Five, the celebration includes cool innovative on air programming, fresh countdowns shows and launch of an animated character.

Since 9XO launched in 2012, the channel has gained immense popularity amongst the youth for playing the latest international music. Marking the five successful years 9XO will launch its first 3D animated character OBot. This cool character designed in house by the 9XO creative team will be the new face of the channel.

Speaking on 9XO's Fifth Anniversary celebration **Clyde D'Souza VP Programming Head, 9XO** said "We would like to thank our viewers for their continuous support in making the Channel a category leader. We will continue to find ways to innovate and help our viewers discover great music first on 9XO. We are celebrating High 5 with two exciting launches. It is the age of the Bots and 9XO's 3D animated O Bot will keep the viewer posted on the latest trends in international music. Alongwith O Bot, 9XO will also reboot its Top 10 property with Insta Top 10. The show will allow viewers to select the Top 10 songs by via 9XO instagram handle. The show will feature a viewers instagram DP on air."

9XO is sharing the love by hosting a Watch & Win contest which starts 20th April across 9XO's social media platforms. Viewers will have to share their Selfies clicked with the 5 Hit songs played every day on the channel. This week long activity provides viewers an opportunity to win iPhone 7, JBL speakers, Fitbit and many more gifts. Viewers have to send their selfies to 9XO social media with #9XOHighFive

Stay tuned to 9XO and get a chance to win the super-duper cool prizes!! If you're a fan of 9XO and international music do head over to our social media pages and wish us a High Five! We promise to bring you great international music always.