



PRESS RELEASE

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Product of the Year and Consumer Choice choose NOS offers **NOS' INNOVATION IS REWARDED WITH PRIZES FROM THE PORTUGUESE CONSUMER**

Once again, the Portuguese have demonstrated their confidence in the quality of NOS' products and services. The proof are the five 'Product of the Year 2019' prizes awarded to the NOS services Power Wi-Fi internet, UMA TV entertainment, NOS Kids App, NOS Play and the NOS TV App – and the 'Consumer Choice 2019' also awarded to the NOS TV App.

Year after year, NOS' focus on developing and providing the most innovative and differentiated products and services on the market continues to be clearly recognized by Portuguese consumers.



In 2018, **UMA TV** had already been chosen as Product of the Year and in 2019 has won this distinction again, with a prize in the 'Television Experience' category. UMA is the "television that knows you" and will continue to offer the most complete, digital and technologically advanced TV experience on the market with functionalities such as profile setup and content recommendation.

NOS Play, the monthly subscriber contents service with thousands of films, entire TV and cartoon series, available in HD on all screens, was voted the preferred choice of the Portuguese in the category 'Contents on Demand

Services'.

NOS was also distinguished in the Internet category. **POWER Wi-Fi** solutions, which enables customers to have the best internet coverage throughout the home, regardless of area, type of house or number of connected devices, won Product of the Year in the category 'Internet Coverage solutions at Home'.

The focus of the operator on innovative and pioneering offers for children was also valued by Portuguese families, who voted the **NOS Kids App** Product of the Year in the 'Television for Children App' category. Launched in June last year by NOS, this was the first such TV App launched in Portugal. Available for Android and iOS and on the web, this application enables access to thousands of films, series and other children's contents in a user friendly and 100% safe environment, away from and at home.



The **NOS TV App** was recognized on two fronts. Not only was it distinguished as Product of the Year in the 'Away from Home Television Experience' category, but also won the preference of the Portuguese in Consumer Choice 2019. Designed and developed from scratch by the NOS Innovation team, this app allows customers to access contents on the TV at home on multiple devices wherever they are, in an intuitive and easy way.

Seals [here](#)



About 'Product of the Year'

The "Product of the Year – Marketing and Innovation Grand Prix" provides certification of innovatory new products through a survey that is conducted every year. The products are chosen exclusively by consumers by direct voting via an independent multi-brand market survey. Applications are scrutinised by a committee made up of industry, marketing and distribution professionals, and the questionnaire is completed by more than 2,200 individuals of both sexes resident on the Portuguese mainland who are between 18 and 64 years old. Consumers vote for the Product of the Year based on the novelty of the product, its level of use and level of satisfaction. The Product of the Year event is organised in more than 40 countries, in particular in France, Switzerland, Germany, Austria, Chile, Argentina, Peru and China. In Portugal, it is organised by Peres & Partners.

About 'Consumer Choice'

This concept was introduced into Portugal through the Consumer Satisfaction Evaluation Centre - Consumer Choice, in 2012.

Consumer Choice assesses the satisfaction of consumers with products and services, as well as their buying intentions, using independent consumer testing techniques that must use effective product mapping, leading to "Consumer Choice" results in a range of market segments.

The "Consumer Choice" survey looks at the full range of products and services available on the market, regardless of their distribution channel, their legal or physical form, with the goal of establishing an acceptability and satisfaction index that is representative nationally.

About NOS

NOS is the biggest communications and entertainment group in Portugal. It offers latest generation fixed and mobile phone, television, Internet, voice and data solutions for all market segments. It is leader in Pay TV, new generation broad band services and in cinema exhibition and distribution in Portugal. In the business segment, it has positioned itself as a sustainable alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services with tailor made solutions for each sector and for businesses of different sizes, complementing its offer with ICT and Cloud services. NOS is part of the main Portuguese stock exchange index (PSI-20), and has more than 4.7 million mobile phone, 1.6 million television, 1.8 million fixed telephone and 1.3 million fixed broad band Internet customers.

For more information, go to: <http://www.nos.pt/institucional>