PRESS RELEASE

26/ 05/ 2020

NOS TV APP HITS INCREASE BY 25% DURING SELF ISOLATION

The NOS TV App is following the new trends in contents consumption and, since the beginning of self-isolation in March, has seen 4 million monthly hits, so that everyone can see the latest TV programs or the #StudyAtHome teaching contents, on their smartphone, tablet, PC, Chromecast and also on Xbox, anywhere at home.

Since March, the NOS TV App has made the lives of NOS customers easier by providing the option of another screen, thus avoiding the usual fight for the remote control. With the entire family at home, either working from home, providing family care and/or studying at home, the NOS TV App lets each member of the family see their preferred contents on a different screen, free of charge and in total comfort in all rooms of the home, including the balcony.

Over and above the entertainment provided by the NOS TV App, another feature has been the support given to families for home study, especially for those with more than one child: while one child follows the tele-school on the television in the home, another can take part in lessons on another device using the NOS TV App. This is also a clear advantage in study periods outside class times, given that NOS provides a service that brings together all the broadcasts of #StudyAtHome in order to facilitate revision of class material and allow classes to be visualized and accessed at any time of the day, using flexible timing depending on each family’s routine and pace of life.

On the other hand, home working has driven consumption of contents on PCs, and the NOS TV App has moved in line with this trend, posting an increase of 27% in computer users (rather than access via mobile phones), so that NOS customers can keep up to date with the latest news while they are working.

The NOS TV App also features new functionalities among which are the option to watch all episodes of a series one after the other, a new player with more space to watch contents, and the organization of TV channels by theme so that making your selection is easier and faster. All these factors have contributed towards making App customers increasingly satisfied with levels of excellence in evaluating stores reaching 4.6 (ranking from 1 to 5) on the App Store and 4.3 on the Google Play Store.
Designed and developed from scratch by NOS Innovation, the NOS TV App is free of charge and available for NOS TV customers. It allows easy and intuitive access to TV contents on multi-devices - PC, tablet, smartphone, Chromecast, Airplay and Xbox. It gives access to more than 100 live TV channels, as well as recordings (manual and automatic), the Video Club and the NOS Play streaming service. It also includes 25GB per month of traffic for NOS4 and NOS5 customers to watch TV without using up their internet allowance. To start using the NOS TV App, all that is needed is to 1) Install the App or go to nostv.pt and 2) Register or use your access credentials for the NOS App.

This application was recently distinguished by Portuguese consumers with the Product of the Year award, in the category ‘Away from Home Television Experience’, and has also won the Consumer Choice 2019 label.

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 cinema distribution. 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 this with ICT, IoT and Cloud services.

With a network ready for 5G and by providing Matosinhos with the 5th generation mobile network, NOS has positioned itself at the forefront of the implementation of this new technology and has taken a leadership role in the innovation associated with intelligent cities and the development of 5.0 societies.

At the same time, the goal of reducing greenhouses gases and contributing towards the sustainability of the planet led NOS to sign up to the Letter of Commitment to the “Business Ambition for 1.5°C”, which confirms the company’s public commitment to align its carbon emissions with the decarbonisation trajectory required to limit global warming.

In 2019, NOS attracted more than 9 million people to the cinema and continued to be market leader with a market share of 61.2% of gross revenues, while it is the film exhibitor with the greatest number of cinema complexes (31) and cinema theatres (219).

NOS is part of the main Portuguese stock exchange index (PSI-20), and has more than 4.8 million mobile phone, 1.6 million television, 1.8 million fixed telephone and 1.4 million fixed broad band Internet customers.

For more information, go to: [http://www.nos.pt/institucional](http://www.nos.pt/institucional)