



PRESS RELEASE

## Dish TV Partners with Samsung and NAGRAVISION to Launch Integrated Dish TV Smart+ Services

*~ DishTV's unique offering via TVKey Cloud Technology enables television viewing without the need for a Set-Top box ~*

**India, 08 October 2024:** In a first-of-its-kind offering in the Indian DTH industry, Dish TV, one of India's leading content distribution Company, has launched a hassle-free TV viewing experience for Samsung TV customers via NAGRAVISION and Samsung's *TVKey Cloud Technology*. DishTV's partnership with Samsung India, India's largest consumer electronics brand, and NAGRAVISION, the media and entertainment technology division of the Kudelski Group, to launch integrated DishTV smart+ services, makes it the first and the only DTH operator in India so far to deliver secure, premium content directly to Samsung Connected TVs without the need for a traditionalp set-top box and accessed via TV remote.

The service developed in collaboration with Samsung India and NAGRAVISION, seamlessly integrates Dish TV's Smart+ service into select Samsung TV models. Samsung television customers in India can activate the built-in Dish TV service in their television sets and enjoy their favourite linear TV channels and OTT content without the need for installing a Set-Top box separately.

Our new solution based on NAGRAVISION and Samsung's *TVKey Cloud* allows users to select Dish TV Smart+ as their preferred DTH service directly from the Samsung TV interface, simplifying the setup process and eliminating the need for an external set-top box. This built-in feature available on Samsung's 2024 TV models- UHD 8 Series and above TVs integrates linear TV and streamed content into one seamless package. With unique on-chip security within Samsung TV's, *TVKey Cloud* ensures top-tier content protection, delivering a streamlined, secure, and hassle-free user experience.

To celebrate the launch, Dish TV Smart+ is offering a complimentary one-month subscription that provides access to a wide range of TV channels and 16 OTT apps through its in-house OTT platform, Watcho, at no extra cost. This exclusive offer enriches the viewing experience by seamlessly merging traditional DTH services with digital content into a single package.

**Mr. Manoj Dobhal, CEO & Executive Director -Dish TV India Ltd., said,** "At Dish TV, we believe in not just adapting to changing needs and innovations but in redefining them. The launch of *TVKey Cloud* represents a transformative leap for the DTH industry, delivering unmatched convenience and security directly to our customers' Samsung Connected TVs. Our collaboration with Samsung India and NAGRAVISION sets a new benchmark, prioritising customer needs, which are at the heart of our mission. This commitment to integrated, clutter-free entertainment reduces new customer



acquisition costs, empowers consumers, and strengthens our position as a pioneering leader in this era of technology.”

**Mr. Sukhpreet Singh, Corporate Head- Marketing, Dish TV and Watcho, DishTV India Ltd. added,** “We are thrilled to partner with Samsung India and NAGRAVISION on this revolutionary initiative. By integrating traditional channels and OTT services into a single platform, we offer customers unparalleled flexibility and a wide range of content options. This partnership is a significant step in our ongoing efforts to enhance the customer experience by seamlessly merging our services with leading consumer devices. It brings advanced convenience directly to today’s living rooms, combining satellite TV with extensive OTT content.”

The collaboration between Dish TV, Samsung India, and NAGRAVISION is set to revolutionise the entertainment landscape. NAGRAVISION powers *TVKey Cloud*, which offers users an intuitive, DishTV branded interface along with advanced, built-in security to ensure long-term content protection and facilitate next-generation premium services.

“Our collaboration with Dish TV enables them to transform how they deliver secure, high-quality content directly to subscribers' TVs,” **said Nancy Goldberg, Executive Vice President and CMO at NAGRAVISION.** “This launch demonstrates our commitment to both the Indian market and our continued investment in innovation to all segments of the media and entertainment industry. By aligning with Dish TV's strategic goals, our solution offers consumers unparalleled access to premium, immersive content without needing additional hardware.”

Together, Dish TV, Samsung India, and NAGRAVISION are driving a significant advancement in home entertainment in India, blending cutting-edge technology with convenience and premium content. This partnership signifies a transformative leap in providing secure, high-quality content directly to subscribers' TVs, enhancing their overall entertainment journey.

#### **About Dish TV India Limited**

DishTV India Limited is India’s leading content distribution Company with a strong presence in both direct-to-home (DTH) television and OTT space. The Company has multiple individual brands like Dish TV and d2h (DTH Brands), and Watcho (OTT aggregation platform) and a 360-degree ecosystem that includes content services, devices, and OEM partnerships. The DishTV India platform enables subscribers to access the best of content available through multiple delivery platforms on any screen, anywhere, anytime. The Company has on its platform more than 582 channels & services along with 21 popular OTT Apps. The Company has a vast distribution network of over 2,500 distributors & around 150,000 dealers that span across 9,500 towns in the country. Dish TV India Limited is connected with its pan-India customer base through call-centres that are spread across 14 cities and are equipped to handle customer queries 24X7 in 12 different languages. For more information on the Company, please visit [www.dishd2h.com](http://www.dishd2h.com)

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