

Cloudio TV Announces Agreement With Leading Smart TV Manufacturer TPVision For Philips TVs And LG TVs Distribution

Monday 15 September, 2014

Cloudio TV, the global leader in diaspora and special interest OTT TV distribution, announced today it has entered into a contract with **TPVISION** to develop and deliver an application for the Philips Smart TV Platform.

"There is a worldwide trend in cross boarder TV channel distribution and in conversion of satellite distribution to OTT TV distribution occurring right now. We have noticed that TV channels and VOD owners in countries around the globe are rushing to create Smart TV applications to reduce distribution costs and expand access for their customers," said **Cloudio TV** CEO, **David Vargas-Racero**. "**Cloudio TV** has a successful track record in servicing global broadcasters in this service, as Sun TV India, TV Globo Brazil, VTC Vietnam, KBS & Arirang South Korea and Caribvision Caribbean, with a global distribution and for lower costs, inclusive local language call centers, translation services and sales team to drive up subscriptions.

"We are constantly looking for new ways to grow our Cloudio TV OTT platform with the best and most recent content available from top programmers," said **Marc Van Steyvoort**, VP Business Strategy at **Cloudio TV**. "It's no secret that the smart TV market is severely fragmented, with 8 leading TV app store providers dividing the global market. With **TPVision** in a leading role in this space, as one of the founding members of the Smart TV Alliance, we are hoping to focus some of the customization energy and time on a single, common TV app store integration, reaching the widest distribution on TVs across different TV brands worldwide. Combining these advantages with the real time viewing statistics and upcoming programmatic buying of advertising, that OTT TV enables, allows us to deliver a next generation of TV distribution."

Notes to Editors:

About Cloud Fernsehen: Cloud Fernsehen is a turn key OTT/IPTV solutions provider to broadcasters and content owners. It has created and manages Cloudio TV's subscribers and content. (www.southerncloud.net)

About Cloudio TV: Cloudio TV is a Business to Consumer proposition across multiple devices, including its own proprietary OTT Streaming Settop box. (www.cloudiotv.com)

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