

Home / Video / TVI launches TVI Pass app for more viewer engagement

TVI launches TVI Pass app for more viewer engagement

NEWS | VIDEO | PORTUGAL | 23 DEC 2024 | BOOKMARK



Portuguese national broadcaster TVI has introduced a new mobile app called TVI Pass designed to enhance viewer interaction and create a more personalized experience. The app allows viewers to actively participate in the TVI programming, including commenting on programs, accessing exclusive content, and entering contests for prizes and experiences.

Viewers can interact with programs and other viewers through comments and community features. The app offers access to daily highlights and a variety of paid and free activities. Viewers have opportunities to win prizes, experiences like VIP events, backstage passes, and studio tours. The app also enables viewers outside Portugal to participate in live programs.

The TVI Pass app was developed in collaboration with Media Capital Digital and Magycal, with support from Amazon and Google. The app is available for free download on iOS and Android devices, with in-app purchases for some activities.



CATEGORIES: Video

COUNTRIES: Portugal

TAGS: IT - applications, Television

RELATED ARTICLES

PORTUGAL | 5 AUG 2024

TVI to launch new channel V+TVI in Portugal

Portuguese media group Media Capital, through its broadcasting unit TVI, is set to launch a new channel, V+TVI, on 9 August. The channel aims to differentiate itself from competitors by offering a diverse range of programming.

PORTUGAL | 24 JUL 2024

Media Capital improves financial performance in H1

Portuguese media group Media Capital, owner of national broadcaster TVI, has reported a significant improvement in its financial performance for the first half of 2024. Despite incurring losses of EUR 2.7 million, this represents a notable decrease from the EUR...

PORTUGAL | 10 APR 2024

Average daily TV viewing in Portugal tops 5 hours

The Portuguese spent an average 5 hours and 23 minutes daily watching TV in 2023, a 2-minute increase from the previous year, according to figures from Markttest. Women, older demographics, and residents of northern Portugal watched relatively more TV,...

TOP STORIES THIS WEEK

- 10:28 Xreal talks smart glasses at CES amid AT&T distributio...
- 09:25 Lyca Group announces restructure to focus on...
- 06:40 Samsung Q4 profit misses forecast after HBM approv...
- 7 JAN Quectel, Tencent criticise inclusion in US security ri...
- 7 JAN Facebook relaxes content moderation policy in the U...

MORE STORIES →

JUST IN

- 15:44 AT&T starts selling Samsung Galaxy A16 5G smartphone
- 15:36 Beltelecom offers fixed broadband customers prepaid credit
- 15:35 Play deploys 139 base stations in December
- 15:34 M-net to provide fibre to 2,100 more apartments in Munich district

COMMENTARY

- 13:57 Consolidation candidates in 2025: Altice units, fibre operators and privat...
- 18 DEC 2024 | 15:43 Fluvius peer comparison offers insights into Delta Fiber, ODF valuation
- 2 DEC 2024 | 14:45 Broadcasters and streamers headed for the same profit margins
- 28 NOV 2024 | 14:30 New challengers arise as telco multinationals crumble due to lack of...

FOLLOW TELECOMPAPER ON



Telecompaper

We have been keeping professionals in the telecoms industry up-to-date since 2000. Telecompaper is a well respected, independent research and publishing company focussed on the telecommunications industry.

tp:news
tp:research
tp:events

This Site

- My account
- Alerts
- Subscriptions
- FAQ / Help
- Advertise
- Press
- Jobs
- Industry events

Contact Information

Standerdmolen 20-III
3995 AA Houten
The Netherlands
Phone: +31 30 6349600

Legal Information

© 2000 - 2025 Telecom.paper BV. All rights reserved. Telecompaper is a trademark of Telecom.paper BV. No part of this site can be reproduced without the expressed permission of Telecom.paper BV. Our General Terms and Conditions can be found here.

- Privacy Policy
- GDPR Information
- Cookie Statement
- Terms and Conditions

