



Company Description (English)

Founded by leading digital media experts, Magycal has been at the forefront of revolutionising how people connect with digital content, television shows, and live events.

With innovative technology and a creative mindset, a unique suite of products has been developed ranging from an [OTT Solution](#) to [Second Screen Platforms](#), and [Digital Experiences](#) that empower partners to achieve unparalleled audience engagement and effective monetisation strategies.

From the outset with the Cristiano Ronaldo Social Network – [Viva Ronaldo](#), to the award-winning sports OTT for [sport tv](#), the tailored [Opto](#) for SIC, and the engaging [Panda+](#) for younger audiences, Magycal's journey is a clear reflection of true commitment to excellence and innovation. These apps have redefined how users engage with their devices, offering Second Screen experiences that go far beyond traditional TV, such as the TVI Reality app which has hosted multiple [Big Brother](#) editions (as well as other popular reality shows) by integrating real-time polls, trivia events, and other social features to transform conventional viewing into a truly interactive and engaging experience.

These solutions are tailored to meet each brand's specific needs, delivering interactive Digital Experiences that foster genuine audience connections. In sports, the official [Liga Portugal](#) app offers a personalised experience with real-time stats, exclusive content, and smart notifications, bringing fans closer than ever to the game. In the music industry, the [Best Seat](#) app reinvented live concerts by placing fans at the heart of the action through real-time interactive features. In the news sector, platforms like [CNN Portugal](#) and [SIC Notícias](#) have reshaped how people access information, offering intelligent content flows, personalised alerts, and real-time updates—always in tune with each viewer.

The impact is quantifiable: with millions of app downloads worldwide, groundbreaking partnerships and recognition across international industry events such as the [IBC Innovation Awards](#), [SportsPro Media Awards](#), [ISC International Sports Awards](#) and [Deloitte's Technology Fast 50](#). These achievements are a testament to Magycal's role as a key innovation driver within the industry and its growing influence in the global digital landscape.

Today, more than watching, the goal is to get people to become part of the experience. The mission is to create social, interactive, and immersive activities that transcend the limits of what is possible, beyond the screen: to get people to live what they watch.

Downloads

- [Magycal Full Media Kit](#)
- [Logo](#)
- [Team](#)
- [Projects](#)



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