



LOVEStv officially goes on the air

The content platform with HbbTV technology backed by RTVE, Atresmedia and Mediaset Spain can now be seen on over two million televisions thanks to its availability in new TV models from leading manufacturers.

Open to the addition of the remaining DTT operators, LOVEStv is constantly evolving and developing and will offer new features soon, such as local broadcasts and digital advertising.

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LOVEStv, the content platform with HbbTV technology jointly backed by RTVE, Atresmedia and Mediaset Spain, with Cellnex as the technical provider, is officially commencing its broadcast and is expected to be available on over two million televisions by the end of the year.

Already available on televisions with HbbTV 1.5 or higher technology, LOVEStv can already be seen by users on some models from the main manufacturers - LG, Panasonic, Philips, Samsung, Sony and Vestel - for free and without having to search for, download or install any applications, since its infrastructure is a standard part of DTT. The list of models and manufacturers compatible with LOVEStv will continue to expand in the future.

Open to participating with other DTT operators that are interested, LOVEStv represents a commitment to add value to the programming available on free-to-air TV, with a more complete user experience thanks to the services offered by HbbTV technology.

The platform currently offers content from the previous week, the option to start a program from the start, even if it has already started broadcasting, an improved programming guide and the option to recommend content, along with other features to be made available later, such as regional broadcasts and digital advertising.





Promotional campaign and new website

Starting today, RTVE, Atresmedia and Mediaset Spain are launching a joint, self-promotional campaign, adapted to each group's content, in which viewers are invited to find out if their TVs come with HbbTV technology in order to showcase their current capabilities.

LOVESTV is also launching a website (www.lovestv.es) with information on the blue button that is used to access the platform, a description of the features, a listing of compatible TVs, the menu and FAQs.

