

Press release

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yallo launches free app for Samsung TV

- The new yallo TV app for Samsung TV is now available to all customers with a free yallo Free TV account or with a yallo TV subscription – just in time for the start of the European Football Championship.
- The app can be used on Samsung TV models from 2020 or later and is already preinstalled on many TVs, so that yallo is promoting the app to the largest possible target group and making it easier to use.
- By continuously expanding its offers and products, yallo is strengthening its position as a full-service provider, offering state-of-the-art mobile, Internet and TV services from a single source.

«With the yallo TV app for Samsung TV, we're enabling the majority of our customers to use the yallo TV app directly on their TV without the need for a TV Box or another remote control. The result is that we're meeting a need that's important for many of our customers», says Stefan Fuchs, Chief Consumer Officer – Flanker Brands at Sunrise.

From today, the yallo TV app is available on Samsung TV models from 2020 or later (Tizen 5.5) and is even preinstalled on new TVs. The app for Samsung TV complements yallo TV's existing «big-screen» offering for Android TV and Apple TV.

As on all other devices, the yallo TV app for Samsung TV is available not just to customers with a yallo TV or Home Internet+ TV subscription, it is also available free of charge to yallo Free TV customers.

As Samsung TVs have significant presence and reach in the Swiss market, yallo has done everything it can to launch this powerful app in time for the start of the European Football Championship on 14 June 2024. Prior to the official launch, yallo even released a beta version of the app, gaining valuable feedback during the development phase. In the coming weeks and months, the app will be optimised continuously, e.g. with a search function, so customers can enjoy the best TV experience.

yallo TV anytime and anywhere

The yallo TV experience with over 280 channels is now available to enjoy at home on Samsung TV, Android TV and Apple TV, or with the yallo TV Box. For those people who do not want to miss a single European Championship match while on the go, the yallo TV app can be used on smartphones and tablets (iOS/Android). yallo TV can also be viewed on a PC or laptop using any of the common web browsers.

yallo TV is a comprehensive TV package that includes seven days of Replay and unlimited-duration memory space for recording up to 1,000 programmes, which can be purchased with a yallo TV or Home Internet+ TV subscription. For people who do not watch much TV, it is possible to use the yallo TV app on Samsung TV free of charge as an alternative. All you need to do is register for a yallo Free TV account with an email address. yallo Free TV is funded by advertising and limited to 30 hours of monthly use on the TV. With no Replay TV and less memory space for recording programmes, the range of functions is reduced compared to the complete package.

yallo TV's unconventional approach

As a full-service provider, yallo provides state-of-the-art, low-cost and easy-to-understand mobile, Internet and TV services from a single source and, in addition to the comprehensive yallo TV offering, offers the free basic version yallo Free TV. Furthermore, with Zappalot by yallo, the unconventional and innovative brand uses social media and other channels to deliver a humorous mix of videos from the world of TV and, since May 2024, from influencers too.

Sunrise

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