

## SuperSport app for Samsung Smart TVs

A new SuperSport TV application, specifically designed for Samsung Smart TVs, is a smart software widget, which resizes internet content for the larger screen experience whilst making it intuitive and easy to control. Users will be able to access the latest digital content for live sporting updates, which includes pictures and a news ticker feed.



"This is an exciting development for our consumers. The application will enhance the SuperSport viewing experience by allowing them to watch live content whilst getting updates via the ticker, as well as access richer content with picture and text capabilities," says Justin Shaw, business leader for visual display at Samsung Electronics South Africa;

The application is available on the company's Smart TVs through the Smart Hub as a downloadable application. These TVs can be connected to the web using wired or wireless connectivity to access this app and many others.

### Increased functionality

The SuperSport application expands on the current sports update sidebar available on the channel, with increased functionality through an interactive experiential platform.

Graeme Cumming, GM: DStv Online Portals confirmed that this was an inevitable step in the channel's quest to be available on as many platforms as possible.



"Being an internet connected device, the smart TV allows for the delivery of content in a manner that is less restrictive than traditional television sets. We are always experimenting with new and exciting ways of delivering sports content to our audience and this seemed like a good place to start. We will continue to experiment with new technologies, and in doing so we aim to delight our users on multiple platforms."

Samsung has more than 1000 apps available across 120 countries and recently passed 10 million downloaded apps. "The development of locally relevant applications is key to success in the African market and we will continue to innovate by bringing locally relevant, rich and interactive content to the television, across the continent," concludes Shaw.