

## Ahead of the World Cup, DIRECTV launches its own line of 50-inch Smart TVs

*The technology, connectivity, entertainment, and information company is offering the product through its direct sales channels. These devices have access to thousands of apps.*

**Buenos Aires, March 5, 2026.** DIRECTV Argentina launched today a line of 50-inch 4K Smart TVs under its own brand, with financing available in up to twelve installments and distribution through its own sales channels.

The initiative is part of DIRECTV's evolution from a pay-TV provider to a complete entertainment ecosystem, bringing its historic differentiator—premium content—directly to the heart of the home: the TV screen.

The new line debuts with the DIRECTV 50-inch 4K UHD DLED Smart TV with Google TV, a model designed to offer a complete, user-friendly experience tailored to the preferences of users in Argentina.

The device allows DIRECTV to seamlessly integrate its live TV and DGO streaming platform, just ahead of what will be the largest FIFA World Cup in history, featuring 48 teams and 104 matches.

“One of the key differentiators of our product is its integration with DGO. This allows content—historically DIRECTV's main asset—to reach the home's main screen directly and in an optimized way,” said Ignacio Herrou, the company's country manager for Argentina.

DSPORTS, the sports channel available on DIRECTV and DGO, will be the only one in Argentina to offer all the matches of the world's premier soccer tournament, which will begin on June 11 and end on July 19 in Mexico, the United States, and Canada.

The new Smart TV will be positioned within the most affordable price range in the segment in March and April, with a particularly attractive value proposition for the company's customers. Additionally, DIRECTV will offer exclusive promotions and bundles.

The offer includes financing with 6 to 12 fixed installments in pesos, along with a postpaid subscription that includes Plan Oro HD + DGO Full + Amazon Prime + Disney.

Key features of the TVs include: a 50-inch screen with 4K UHD DLED resolution; Google TV operating system, with access to thousands of apps; soccer mode, optimized for sports broadcasts; Dolby Vision for superior picture quality; Wi-Fi and Bluetooth connectivity; and four HDMI ports.



In this initial phase, the Smart TVs will be sold exclusively through DIRECTV's own sales channels, but they will soon be available at retail chains and other distributors as well.

In this new era, DIRECTV operates as a media tech company that integrates technological innovation, digital platforms, and premium content to provide a complete in-home entertainment experience.

The Smart TVs meet all market certifications and quality standards; they are manufactured in Argentina by Newsan, the local leader in consumer technology and producer of well-known, long-standing brands in the market.