Titan OS launches TV4 Play in Sweden, expanding access to one of the country's most popular streaming platforms

Viewers in Sweden will now have access to a wide range of high-quality content on Titan OS–powered Philips and Sharp smart TVs.



BARCELONA, SPAIN, September 22, 2026 /EINPresswire.com/ -- Titan Operating System S.L. (Titan OS), the Barcelona-based technology, entertainment, and advertising company, today announced a strategic partnership with TV4 Play in Sweden to bring the widely-used Swedish streaming service directly to Titan OS connected smart TVs.

The platform will be accessible across Titan OS smart TV models from major manufacturer brands including Philips and Sharp. Viewers can now enjoy the latest TV4 September releases, such as the season premiere of survival reality show Robinson; Death by the Fjord (Döden vid fjorden), Norwegian crime drama starring Kristofer Hivju; Celebrity Bake Off Sweden (Hela kändis Sverige bakar); or two new Maria Wern movies. Sports fans can also look forward to the return of the Swedish Hockey League (SHL).

Through this agreement, TV4 Play will be featured on the Titan OS Home Page, ensuring immediate visibility and seamless access for viewers. Content from TV4 Play is planned to be integrated into Titan OS's native search, Sports Hubs, and personalized recommendation rails via live metadata feeds. Audiences in Sweden now can enjoy a full-spectrum viewing experience spanning top-tier live sports, news, local drama, and entertainment.

"Integrating TV4 Play marks a significant step in our regional expansion," adds Rick Fens, SVP of Business Development at Titan OS. "The goal of this new agreement is to deliver high-quality local content to Swedish viewers while ensuring it remains effortlessly accessible."

“TV4 is Sweden’s most-watched channel and streaming service for in-home viewing, according to figures from MMS. Bringing Sweden together also means being where our audiences are, and given TV4’s position, broad availability is essential. With this launch, TV4 Play is now available as an app on virtually all TV sets sold in Sweden, and we’re very pleased that this makes it even easier for more people to find and enjoy our content”, says Jens Håkansta, Head of Channels at TV4.

The partnership highlights Titan OS’s mission to build an open, content-rich smart TV ecosystem tailored to local market needs, unlocking new audience engagement and monetization opportunities in the European Connected TV (CTV) market.

About Titan OS
Titan OS S.L. is a technology company headquartered in Barcelona, with branches in Amsterdam and Taipei. The company specialises in developing software and solutions to unleash the full potential of Connected TV. We are re-thinking TV to change the way people discover content and how brands connect with audiences, making content discovery easier. Our aim is to foster collaborations across the entire TV ecosystem to grow business together with TV manufacturers, retailers, media companies, content creators, publishers, and brands. Our independent operating system powers smart TV devices from world-class manufacturers across Europe and Latin America, offering millions of viewers a personalized experience from the moment they switch on their TVs. With tailored recommendations, we seamlessly integrate all the content on the homepage, from streaming subscription services, free and paid movies, series and TV shows to linear channels. www.titanos.tv

About TV4
TV4 is one of Sweden’s leading media companies, offering a unique mix of journalism, entertainment, drama, and sports. We are a unifying force in a time when unity truly matters, and an essential part of people’s everyday lives. Our mission is to bring Sweden together and our strong connection with our audience is our most powerful democratic tool.

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