WOW Expands to VIDAA Smart TVs in Austria

WOW, Sky's streaming service, launches on VIDAA Smart TVs in Austria, bringing premium series, movies and live sports to more viewers via the VIDAA App Store.



V and RTL Deutschland have expanded the availability of the WOW app to Austria

VIENNA, AUSTRIA, September 30, 2026 /EINPresswire.com/ -- V, the global platform company behind VIDAA, today announced the expansion of WOW, the streaming service for exclusive Sky sports and fiction programming, to VIDAA-powered Smart TVs in Austria, giving viewers another way to access premium entertainment directly from their television.

The launch brings WOW's extensive selection of series, movies, and live sports to the growing number of Austrian households using VIDAA-powered TVs. The app will be available through the VIDAA App Store and easily accessible directly from the TV.

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> *Misha Pracny-Strauss, European Business Development Director at V*

"WOW brings some of the most attractive premium entertainment and live sports content to viewers in Austria, and expanding WOW to VIDAA devices in Austria is an important addition for our users," said Misha Pracny-Strauss, European Business Development Director at V. "Our focus is simple: people should find the content they want on the biggest screen in their home. Adding WOW gives Austrian viewers even more choice across premium entertainment and sport."

"WOW already excites millions of customers in Germany, and we are delighted to now bring our premium streaming service to Austria as well," said Caterina Preti, Managing Director Austria at RTL. "With VIDAA, even more people in Austria can enjoy our premium programming directly and easily on their Smart TVs. We are bringing our content to where people consume it and give viewers a flexible new way to enjoy great sport,

films and series.”

The expansion strengthens VIDAA’s premium content offering in Austria. WOW gives subscribers access to a broad range of entertainment, including acclaimed international and local series, blockbuster movies, documentaries, kids’ programming, and premium live sports, depending on the selected subscription.
For V, the launch is part of a wider strategy to ensure that leading global streaming services sit alongside strong local and regional content on VIDAA. The platform continues to expand its entertainment ecosystem as its footprint grows across Europe.

According to Omdia, VIDAA recorded the largest unit growth among global Smart TV platforms between 2023 and 2025, reflecting its accelerating international expansion and growing adoption among consumers worldwide.

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About V and VIDAA
V is a global platform company dedicated to building intelligent, content-first experiences for the connected home. Through its Smart TV operating system, VIDAA, V powers millions of TVs worldwide and continues to expand partnerships across content, advertising, commerce, and technology ecosystems. VIDAA is a high-performance, open Smart TV operating system designed for speed, simplicity, and seamless content discovery. The platform integrates leading streaming services, live television, free streaming channels, and premium advertising solutions within a unified user experience.

About RTL Deutschland
RTL Deutschland is the leading entertainment company in Germany across all media genres: TV and streaming, print and digital, radio and podcast. The company brings together the strongest media brands in the German-speaking region – from RTL to STERN, from VOX to WOW, from ntv to Sky Sport. With RTL+, Sky and WOW, RTL Deutschland operates leading streaming and pay-TV services with a combined total of more than 12 million paying subscribers, making it one of the largest video providers in the German-speaking region. Its offering ranges from live sports and premium entertainment to independent journalism. RTL Deutschland comprises two streaming services, one pay-TV service, 37 TV channels, numerous digital offerings, premium magazines and a broad podcast portfolio.

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