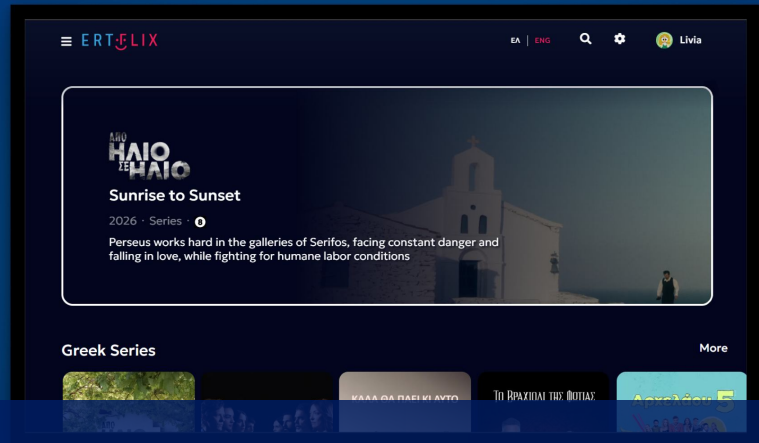




ERT GREECE

NAGRAVISION Powers The Digital Transformation of ERT, Greece's National Broadcaster, with ERTFLIX

To modernize its streaming services and better serve Greek audiences across Greece and globally, ERT selected NAGRAVISION as a key technology partner in the delivery of its next-generation OTT platform, ERTFLIX.

Launched in February 2026, ERTFLIX unifies live TV, catch-up, video on demand, and archive content into a single streaming destination. Working alongside Intracom Telecom and ARX.NET, NAGRAVISION helped deliver a secure, cloud-native platform designed for scale, accessibility, and continuous innovation, enabling ERT to deliver a modern public service viewing experience while supporting its long-term digital transformation strategy.

The Opportunity

ERT, Greece's national public broadcaster, set out to replace its legacy streaming platform with a future-ready OTT service capable of supporting millions of viewers across multiple devices.

As part of a competitive EU tender, the broadcaster sought a scalable, secure, and highly accessible solution that would deliver live TV, catch-up, video on demand, and archive content while meeting stringent public service requirements for governance, GDPR compliance, accessibility, multilingual support, and rights-managed content distribution.

The new platform also needed to support continuous innovation and provide a seamless experience for audiences in Greece and internationally.



The Collaboration

Working with Intracom Telecom which is the prime contractor and the System Integrator along with ARX.NET for UI/UX and the End User application development, NAGRAVISION played a central role in delivering the ERTFLIX platform. Built on NAGRAVISION's OpenTV ENTer and deployed as a cloud-native SaaS solution on AWS, the platform combines advanced streaming security, multi-DRM protection, centralized content management, analytics, AI-powered recommendations, and dynamic service configuration.

Together, the partners delivered a robust, scalable OTT ecosystem that supports a consistent user experience across web browsers, HbbTV-enabled TVs, Samsung Tizen and LG webOS smart TVs, Android and iOS mobile devices, Roku streaming players, and Amazon Fire TV devices, while enabling ERT to continuously evolve its digital services.



Value and Benefits, Delivered



Modern Public Service Streaming

Unified live TV, catch-up, on-demand, and archive content into a single, intuitive digital destination.



Scalable & Secure Platform

Cloud-native architecture with proven scalability, multi-DRM protection, GDPR compliance, and studio-grade content security.



Accessible for Every Audience

Multilingual user experiences, accessibility features, parental controls, and rights-managed content delivery for domestic and international viewers.



Future-Ready Innovation

Continuous platform upgrades, AI-powered content discovery, and modular architecture support evolving audience expectations and long-term growth.



Trusted Technology Partnership

Selected for proven OTT expertise, platform reliability, personalization capabilities, and industry-leading content security to support ERT's long-term digital strategy.

