



NEW VODAFONE TV AVAILABLE NOW, WITH NETFLIX, HBO MAX, LIVE TV AND GAMING – FOR JUST £17 PER MONTH

- Vodafone TV is available now, bringing Netflix, HBO Max, Freely, streamed live channels, gaming and apps together in one powerful entertainment hub.
- Plans start from £10 per month, or Vodafone TV Essential – with Netflix and HBO Max¹ included - for just £17 per month.
- The compact set-top box packs a punch, with powerful 4K performance, Android TV, Dolby Atmos for cinematic sound, and Dolby Vision for stunning visuals²
- Vodafone TV's intuitive user interface is designed to make entertainment feel effortless, helping families find what they want faster.
- The launch comes as research reveals that, despite 40% feeling they're paying for TV services they don't regularly use, 35% of Brits haven't changed their TV provider in the last five years due to perceived hassle (16%) and exit fee worries (12%).
- For customers switching to Vodafone TV & Broadband, Vodafone will credit their account with up to £300 towards early leaving fees³. Plus, Vodafone's switching experts make the process simple with One Touch Switch, which handles the entire broadband switchover in a single, streamlined process⁴
- Until 28 October 2026, new Vodafone Pro Broadband customers get Vodafone TV Essential included, at no extra cost.
- Available now to Vodafone customers with a mobile or broadband plan⁵, directly from Vodafone and at Currys⁶ stores nationwide.

London, 02 October: Vodafone TV is now available to buy. The new entertainment hub brings together streaming services Netflix and HBO Max⁷, streaming platform Freely, an additional 150+ live TV channels, 300+ games, music and a huge range of content apps.

¹ Netflix Standard with Ads and HBO Max Standard with Ads

² On selected content (not available with HBO Max Standard with Ads).

³ [Vodafone Terms and Conditions | Vodafone UK](#)

⁴ One Touch Switch manages the transfer of a customer's broadband service. TV services may need to be cancelled separately, depending on provider. Full details here: [Switch Broadband Provider | Vodafone UK](#)

⁵ for eligible customers and must be bought with a qualifying Vodafone Home Broadband or Pay Monthly Airtime Plan (or eligible upgrade) full details: <https://www.vodafone.co.uk/tv>

⁶ Currys offers Broadband and TV bundle only

⁷ Netflix Standard with Ads (RRP £7.99) and HBO Max Standard with Ads (RRP £5.99). Terms of Use apply. 18+.



From today, customers with a Vodafone mobile or broadband plan can take Vodafone TV from £10 per month, or Vodafone TV Essential at £17 per month with Netflix and HBO Max included. Thousands more apps, from Prime and Disney+ to Spotify and DAZN, can be downloaded via the Google Play Store.

Vodafone TV has been designed to help families navigate an increasingly complex TV landscape, with households juggling subscriptions, providers and longtail channel bundles that make finding something to watch more difficult than it should be. Many customers are still paying extra for features like HD, or channels they never use, while fragmented content forces people to hop between platforms to track down their favourite shows.

Vodafone TV offers a smarter alternative: a personalised experience that brings live TV, streaming, gaming and apps into one intuitive entertainment hub - with Freely built-in, bringing together over 70 live channels and thousands of hours of on-demand content from the BBC, ITV, Channel 4, 5 and more, without the need for a dish or aerial. Together, this helps customers cut out unnecessary costs and enjoy the entertainment they love.

Full Vodafone TV pricing and plans⁸

All TV plans come with access to Freely, an additional 150+ channels, 300+ games, and the option to download additional apps via the Google Play Store or subscribe through Subscriptions+. Plus, Dolby Atmos and Dolby Vision on selected content:

- **Vodafone TV:** (TV standalone) - **£10 per month**
- **Vodafone TV Essential:** (TV + Netflix + HBO Max) - **£17 per month**

Mobile customers can combine Vodafone Entertainment plans (Disney+ or Prime) together with Vodafone TV Essential (TV + Netflix + HBO Max) to create Vodafone TV Ultimate - **£25.50 per month**

Vodafone is running a limited time promotional offer until 28 October 2026, giving any new customer who takes its Pro Broadband package, Vodafone TV Essential at no extra cost – with Netflix and HBO Max included. The plan, normally £17 per month, is included for the first 24 months of a customer's Pro Broadband contract.

And, for Vodafone Together customers – the brand's multi-plan family offering – the savings grow even further. Anyone with an existing Pay Monthly mobile line can add Pro Broadband and

⁸ **Annual Price Increase:** Each year, on 1 April, your monthly plan charge will increase as follows:

Vodafone TV increases to £11.50 on 1 April 2027 and £13 on 1st April 2028. 24-month plan.

Vodafone TV Essential increases to £18.50 on 1 April 2027 and £20 on 1st April 2028. 24-month plan.

Vodafone TV Ultimate increases to £27 on 1 April 2027 and £29.50 on 1st April 2028. 24-month plan.

Plans:

HBO Max Standard with Ads, Netflix Standard with Ads, Disney+ (Standard) and Prime.



TV with an additional £4 monthly saving, bringing the total for Pro Broadband + Vodafone TV Essential to just £35 per month.⁹

The Vodafone TV launch comes as new research reveals: 40% of Brits feel they're paying for services they don't regularly use; one in 10 say they struggle to keep track of multiple apps or subscriptions; and 18% find searching across multiple services to find something to watch their biggest TV frustration. All of which highlights the need for a simpler, more intuitive way to manage home entertainment.

The study from Vodafone also shows that, despite these frustrations, 35% of Brits haven't changed their provider in the last five years, with many put off by perceived hassle (16%) or concerns about exit fees (12%).

Together, these concerns make switching feel more difficult than it really is. However, Vodafone's switching experts make the process simple with One Touch Switch, which manages the entire broadband switchover from a customer's current provider in a single, streamlined process – removing complexity and reducing delays. Plus, up to £300 in switcher credit is offered to customers switching both broadband and TV to help cover any early termination fees.

Rob Winterschladden, Consumer Director, VodafoneThree said: *"Households are dealing with a TV set-up that's become far too complicated – juggling multiple apps, long channel bundles and services they often don't use. Our research shows that more than a third of people haven't changed their TV provider in the last five years, with the perceived hassle of switching a big blocker and, as a result, they are still paying for features that should be standard. Vodafone TV gives customers a smarter alternative: one simple, intuitive experience that brings their favourite entertainment together and helps them cut out unnecessary costs. With Netflix and HBO Max included for £17 per month, it delivers exceptional value from day one."*

Vodafone TV features

- Netflix and HBO Max are included in Vodafone TV Essential. For Vodafone TV (standalone), Netflix and HBO Max are available through Vodafone Subscription+ on a 30-day rolling basis¹⁰, alongside subscriptions such as Disney+, DAZN, YouTube Premium and Spotify.
- Freely built-in¹¹, bringing together more than 70 live channels and thousands of hours of on-demand content from the BBC, ITV, Channel 4, 5 and more – without the need for a dish or aerial. Plus, an additional 150+ live TV channels.

⁹ [Broadband & Mobile Deals | Vodafone Together | Vodafone UK](#)

¹⁰ Through Vodafone's Subscription+ platform customers will be able to add a selection of HBO Max plans to suit their needs, including Basic with Ads, Standard with Ads, Standard and Premium.

¹¹ Powered by Netgem PLEIO



- Access to 300+ console-grade Cloud games, playable on a smartphone or with a Bluetooth controller.
- Thousands more apps can be downloaded through the Google Play Store.
- Vodafone Box Office lets customers rent or buy the latest films.
- A personalised experience with a dedicated My TV and Apps page for each profile, bringing a viewer's most watched and favoured content together in one place, through Smart AI Search.
- A small but powerful plug-in hub, delivering 4K picture quality with Dolby Vision and Dolby Atmos on selected content.
- Seamless viewing at home and on the move through the Vodafone TV companion app.
- And, with Vodafone SuperMobile™¹², customers can get up to 4x faster speeds¹³ on Vodafone's new 5G+ FastTrack™ for uninterrupted streaming out of the home.
- Includes parental controls through a secure Master PIN.
- A fast, responsive entertainment experience, powered by 3GB RAM and 32GB storage for smooth navigation, streaming and gaming.

Vodafone TV is available to buy directly from [Vodafone](#) and in Currys stores nationwide¹⁴.

VodafoneThree's £11bn investment to build the UK's best network is expanding 5G coverage, reducing not-spots and improving digital infrastructure to bring faster, more reliable connectivity across the UK. The launch of Vodafone TV reflects the growing convergence of connectivity and entertainment, bringing the services customers use every day into one simple experience.

ENDS

Notes to Editors:

Research commissioned by Vodafone and conducted by Opinium, polling 2,000 nationally representative UK adults between 25.09.2026 - 29.09.2026.

About VodafoneThree

VodafoneThree is the UK's largest mobile network operator serving the fixed and mobile market, formed following the merger of Vodafone UK and Three UK in June 2025.

Through an unprecedented £11 billion investment, VodafoneThree will build the UK's best network. The network will deliver reliable, quality connectivity to all nations and regions, creating as many as 13,000 jobs and laying a digital foundation for the country's growth ambitions.

¹² Vodafone SuperMobile: available on compatible airtime plans and devices, enabling faster speed, network prioritisation and minimum guaranteed speed in high demand areas compared to Vodafone's standard plans

¹³ Up to 4x faster speeds: enables you to experience up to 4x faster speeds (up to 600 GB) in high demand areas compared to Vodafone's standard plans.

¹⁴ Currys offers Broadband and TV bundle only



VodafoneThree is the only mobile network operator with a fully funded, regulated and guaranteed network build plan, reaching 99% 5G Standalone population coverage by 2030 and 99.96% by 2034. From big cities to small towns, and everywhere in between, the company's mission is to build the UK's best network.

VodafoneThree encompasses all businesses and assets, including Vodafone UK, Three Mobile, VOXI Mobile, SMARTY and Talkmobile.

www.vodafonethree.com

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