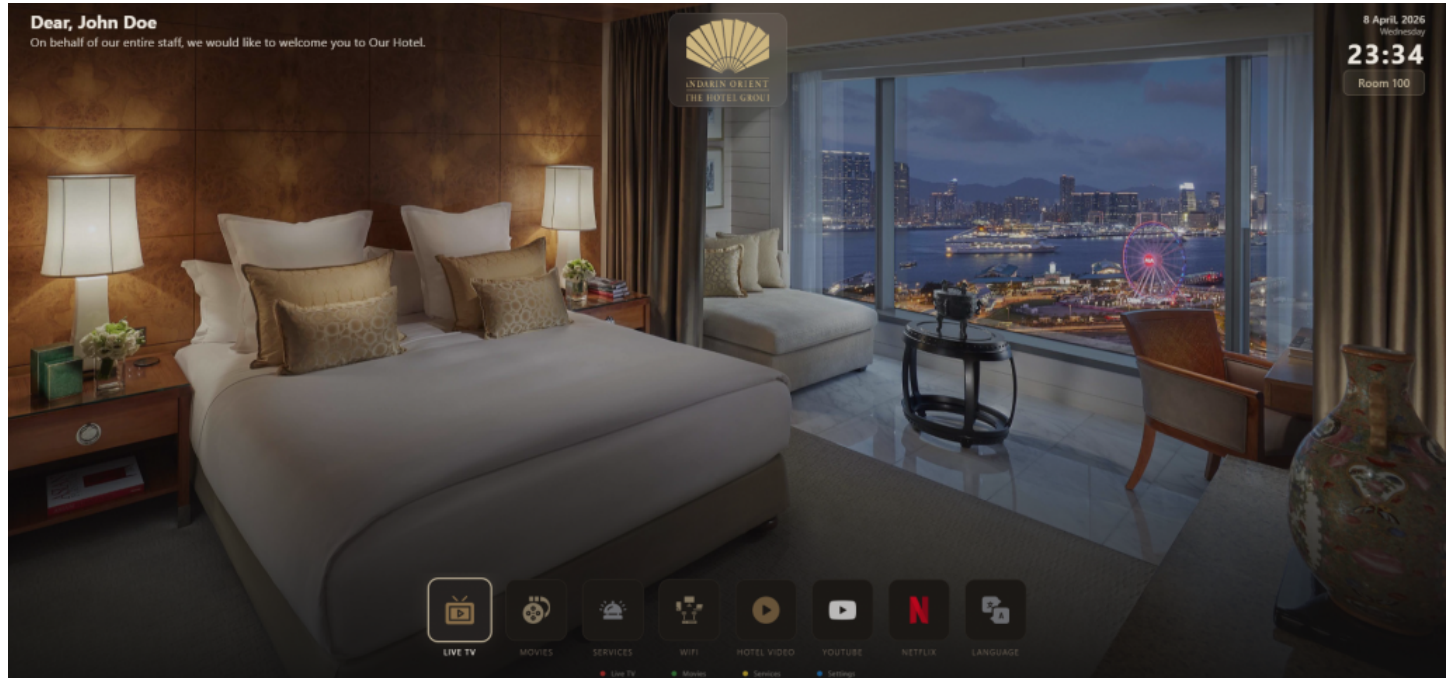


# COTT.TV Launches Cloud-Based Hotel IPTV Platform Across 25+ European Countries

Warsaw-based COTT Electronics delivers live TV, VoD, and AI concierge to hotels from a single cloud platform, starting at EUR 10 per room per month



**Warszawa, Mazowieckie Apr 8, 2026 (IssueWire.com)** - COTT Electronics Sp. z o.o. announces the availability of COTT.TV, a cloud-based IPTV platform built for the European hospitality market. The platform replaces traditional on-premise TV systems with a fully managed cloud solution that delivers live television, video-on-demand, interactive guest services, and an AI-powered concierge to hotel rooms.

COTT.TV is an approved supplier for Marriott, Hyatt, Radisson, and Wyndham hotel groups. The platform currently serves properties across more than 25 European countries.

The system eliminates the need for on-site servers or head-end equipment. Hotels connect compatible set-top boxes to the internet, and COTT.TV handles channel delivery, content management, guest services, and software updates from the cloud. Setup takes less than one day for most properties.

Key capabilities include live TV with electronic program guides, a video-on-demand library, in-room dining and spa ordering, digital advertising, multilingual interfaces supporting 20+ languages, and integration with property management systems including Oracle Opera, Protel, and Mews.

COTT.TV also features Ellia, an AI guest assistant that supports 35 languages and handles guest requests through the TV remote. Ellia can answer questions about hotel services, take room service orders, and collect guest feedback, reducing the workload on front desk staff.

Pricing starts at EUR 10 per room per month with no setup fees. A 14-day free trial is available for all properties. Hotels can sign up and go live within days at <https://my.cott.cloud>

"We built COTT.TV to give European hotels the same quality of in-room entertainment that guests expect at home, without the complexity and cost of traditional IPTV infrastructure," said Giorgi Kurulashvili, founder of COTT Electronics.

COTT Electronics Sp. z o.o. is headquartered at Postepu 24, 02-676 Warsaw, Poland. For more information, visit <https://cott.tv>

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