

DGO: the only live TV and streaming app that adds exercise lessons at home

DIRECTV's live TV and streaming platform has added lessons in different disciplines so that millions of people can exercise at home and improve their quality of life, in the same place where they can access the best information in the region, entertainment and sports.

[DGO](#), DIRECTV Latin America's live TV and streaming platform, added 80 fitness lessons to its diverse offer of entertainment and information content so that millions of Latin Americans can exercise at home guided by professionals.

The contents promote a more active and healthy life, bringing training to the homes of qualified professionals through an innovative digital proposal, without advertising interruptions. Lessons are available for Argentina, Uruguay, Chile, Colombia, Ecuador and Peru.

The lessons taught by professionals so that anyone can do physical activity are part of a strategic alliance between the media tech company and SportClub, the largest network of gyms and wellness services in Argentina.

Sport and wellness are two fundamental pillars within the WHO Global Action Plan on physical activity in the 2018-2030 agenda: *More active people for a healthier world*.

Regular physical activity is proven to help prevent and treat noncommunicable diseases (NCDs) such as heart disease, stroke, diabetes, breast and colon cancer. It also prevents hypertension, overweight, obesity, and can improve mental health and quality of life.

The goal is to reduce sedentary habits and help adolescents, adults and seniors to be physically active wherever they are and through different devices.

Incorporating SportClub's content in the programming offer reaffirms DIRECTV's commitment to provide a differential service like no other in the market, tailored to the preferences and needs of its subscribers.

Through DGO, the company connects entertainment with well-being, so that millions of people can enjoy it whenever and wherever they want, using a cell phone, a tablet, a computer or a smart TV