



A TV That Really Listens: Smart AI-Powered Search on the Telenet TV-box

Mechelen – 15 december 2025. Finding your favorite TV and streaming content faster and easier. That’s what Telenet delivers. After introducing the renewed TV menu in October, Telenet now adds advanced AI technology to voice control. Customers can search using natural, everyday language and receive all results in a convenient, visual overview. With these innovations, Telenet helps viewers effortlessly navigate the growing range of TV and streaming apps.

In 2019, Telenet became the first Belgian telecom provider to launch voice search. Now, it is the first to add AI technology to it. This upgrade is essential, as the entertainment offering is becoming increasingly complex and viewers struggle to find their way. With this innovation, Telenet responds to the **growing demand for convenience, personalization, and intuitive viewing experiences**. Customers can search not only across all TV content but also within entertainment packages and streaming services*. Discovering movies and series has never been easier.

How Does Smart Search Work?

Customers with a Telenet TV-box have long been able to search by speaking simple commands into their remote control. **The voice function is used 200,000 times per week** to search by title, actor name, or to navigate to, for example, a specific channel. But with the addition of AI, you can now, for the first time in Belgium, **ask detailed and natural questions to your Telenet TV-box**. Simply speak your question in everyday language, and **AI translates it into a smart search based on themes, genres, actors, or even locations**. Results are presented clearly and visually, making choosing and discovering even easier.

Examples of search queries:

- “I’m looking for a funny movie starring Tom Hanks.”
- “Which series is suitable for a 2-year-old toddler?”
- “Show me the movie where someone says: ‘May the Force be with you.’”

Beta Launch in 2025, Full Rollout in 2026

The smart search feature will go live later this year in a **Dutch-language beta test**. Customers can sign up to be among the first to try the new feature and help build the ultimate viewing experience. In 2026, we will roll out the new search function to all Telenet customers with a Telenet TV-box.



Telenet as a Trendsetter

With smart search, we put an end to endless searching for TV or streaming content. Telenet is not just introducing an upgrade but setting a new standard. **Once again, we confirm our position as an innovator in TV and entertainment technology.**

*At this stage, not all streaming services are integrated into the smart search feature.

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About Telenet SA

As a provider of entertainment and telecommunication services in Belgium, Telenet group is always looking for the perfect experience in the digital world for its customers. Under the brand name Telenet, the company focuses on offering digital television, high-speed Internet and fixed and mobile telephony services to residential customers in Flanders and Brussels.

Under the brand name BASE, it supplies mobile telephony in Belgium. The Telenet Business department serves the business market in Belgium and Luxembourg with connectivity, hosting and security solutions. More than 3,000 employees have one aim in mind: making living and working easier and more pleasant.

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