

Dialog introduces Dialog Play, marking a new era of Entertainment



L-R: Harsha Samaranayake, Vice President, Group Marketing, Dialog Axiata; Pubudu Aluthgedara, Vice President/Head of Business – Media and Home, Dialog Axiata; Lasantha Theverapperuma, Group CMO, Dialog Axiata; Supun Weerasinghe, Director/Group Chief Executive, Dialog Axiata, along with the brand ambassadors of Dialog Play – Madhawa Wijesinghe, Falan Andrea, and Rashiprabha Sandeepani.

Dialog Axiata has unveiled Dialog Play, a unified entertainment brand combining Dialog Television and Dialog ViU under one platform. Built around the promise “Entertainment, Unlocked,” Dialog Play reflects a strategic shift in how the company delivers content to Sri Lankan audiences, offering greater choice, flexibility, and

seamless multi-screen access. The launch responds to evolving viewing habits, as audiences increasingly prefer personalized, on-demand experiences that transition smoothly between television and mobile devices. Dialog Play consolidates Dialog's entertainment services into a single, intuitive destination, simplifying access while expanding content options to create a more streamlined experience. The platform features a diverse mix of local and international content, including cinema, teledramas, sports, music, lifestyle, and educational programming. Designed to serve households and individuals alike, it offers immersive storytelling, live sports, lifestyle shows, and knowledge-based content tailored to different preferences and schedules. Dialog Play is accessible across Dialog's entertainment ecosystem, including satellite TV, Hub, Mini, Smart TV App, and the Dialog Play mobile app. Existing Dialog Television and Dialog ViU customers will transition seamlessly without service disruption. Supun Weerasinghe, Group CEO, described the move as a strategic evolution aligned with changing viewing behaviors, while Lasantha Theverapperuma, Group CMO, emphasized its focus on simplicity and future readiness. Dialog Play marks a new chapter in Sri Lanka's digital entertainment landscape.