

Metrological Launches TV App Framework to Enhance Primary Screen Viewing Experience on Multiple Screens in the Home

New TV App publishing platform offers revenue sharing opportunities for operators and content providers

May 7th, 2014, Rotterdam, Netherlands - [Metrological](#), specialists in providing publishing platforms for TV and multi-screen app stores, is announcing the release of version 3.0 of its TV app framework that enables network operators to launch their own branded TV app store to enhance the main screen TV content. The latest app framework is a cloud based solution that offers operators and content providers the opportunity to improve the viewing experience and increase ARPU by offering apps and content that complements the live TV viewing experience.

Analyst house, ABI Research estimates that in 2013 [one in every ten pay-TV households had access to applications on the set-top box](#) and predicts that by 2019 nearly 40% of pay-TV households should have access to similar services and features. The innovative TV app store framework developed by the Dutch based company Metrological, offers an alternative cloud-based approach to operators looking to offer a mixture of IP and traditional broadcast content on multiple connected devices around the home in a fast and cost effective manner and monetize niche content, which would previously have been unviable. Delivered as a managed service which is both device and software agnostic, it includes app store deployment, lifecycle management, service assurance and legal content management and comes ready populated with more than 150 apps that adapt seamlessly to reflect the content on the primary screen. There is also an open SDK available to enable anyone to develop apps to run on the operator app store.

The Metrological [TV app store framework](#) which has already been deployed by the leading international cable operator Liberty Global, offers an elegant solution for network operators keen to integrate OTT with broadcast content without leading viewers away from their primary TV screens. For example a viewer watching a live TV game will be offered contextual apps, offers and content related to football, plus the opportunity to interact and compete with their friends and family on football themed games or social media related to the live match.

Jeroen Ghijsen, CEO of Metrological adds, “The revenue-sharing business model that we’ve developed allows the operator and content provider to capitalise on the trend towards hybrid content, whilst eliminating the complexity, time and resources required to develop, maintain and manage apps for multiple devices on multiple operating systems. It’s a win-win situation for all parties: the consumer, the network operator and the content provider.”

About Metrological

Headquartered in the Netherlands, Metrological delivers an application publishing platform that enables operators to launch their own branded TV and multi-screen app stores to increase ARPU and enhance the viewer experience. Delivered as a managed service that includes platform deployment together with application maintenance and support, lifecycle management, service assurance, app

content aggregation and legal content management, the platform is both device and software agnostic. The platform is already in deployment by leading cable operator Liberty Global and includes more than 150 pre-packaged apps for TV and multi-screen deployment and an open SDK.

Press Contacts:

Kirsten Scott / James Stockbridge

Éclat Marketing

Tel: +44 (0) 1276 486 000

Email: Metrological@eclat.co.uk