



David Vargas-Racero
+44 (0) 20 8335 6777
david@cloudiotv.com



For immediate release

September 6, 2014

Cloudio TV announces agreement with app store provider Metrological .

UK-based over-the-top subscription TV service **Cloudio TV** has signed up with the cloud based Application Platform and app store provider **Metrological**, to make its diaspora and special interest TV channels available in Europe.

Cloudio TV is a European leading provider of Diaspora content on OTT TV platforms that includes payment/billing, content ingest, global delivery, a multilingual call centre and a network of resellers across Europe. **Cloudio TV** is powered by Southern Cloud, a turn key OTT/IPTV solutions provider to broadcasters and content owners. It has created the Cloudio TV brand and manages it's subscribers , technology and content . The availability of the **Cloudio TV** app on the **Metrological** App stores , gives geographically dispersed niche audiences the freedom to watch their diaspora live linear and On demand TV channels and this in a cost-effective and customer friendly way.

"We are very pleased to have Metrological and several of the market's most successful TV App stores , provided by Metrological , as cooperating partners. " says David Vargas-Racero, CEO of **Cloudio TV** "

Zlatko Ristevski, lead app development at **Cloudio TV** says, "The advanced Cloudio TV content, subscriber and payment management modules allow the **Cloudio TV** content partners to expand their distribution and capitalise on the trend of distribution to multiple devices and multiple operating systems. The new partnerships with **Metrological** allow us to accelerate this complex, time and resources intensive development. It's a win-win situation for all parties: the consumer, the TV app store provider, the network operator and the content provider."

"The **Cloudio TV** diaspora app will now be able to have it run on the global leading TV portals managed by **Metrological** " said Marc Van Steyvoort, VP Business Strategy at **Cloudio TV** , "We are truly excited to join such a prestigious next Generation TV App store service in our global diaspora content distribution service and consider this as an ultimate endorsement of our content and technological capabilities"

Notes to editor:

About Southern Cloud: Southern Cloud is a turn key OTT/IPTV solutions provider to broadcasters and content owners. It has created and manages Cloudio TV's subscribers and content. (www.southerncloud.net)

About Cloudio TV: Cloudio TV is a Business to Consumer proposition across multiple devices, including its own proprietary OTT Streaming Settop box. (www.cloudiotv.com)

For more information on this, please call David Vargas-Racero on +44 (0) 20 8335 6777.

About Metrological

** Headquartered in the Netherlands, Metrological delivers a complete product suite that enables operators to launch their own branded TV and multi-screen app stores to increase ARPU, reduce churn and enhance the viewer experience and loyalty*

The Metrological Product Portfolio consists of:

Metrological App Framework (MAF) - a cloud-hosted universal framework that supports software applications and products as a part of the Metrological Application Platform. Apps that run on MAF operate independently from a device and its middleware. Operators and content providers no longer have to develop and maintain specific versions of each app to make it work on several devices. MAF offers a framework in which apps operate, can be managed and controlled.

Metrological App Store - a digital distribution platform for apps on viewers' Set Top Boxes and other connected devices. It can run apps side-by-side with live TV broadcasts, apps showing content contextual to what is show on the main screen, red-button interactivity, games, news and social media apps. Metrological has over 150 TV apps ready for publication.

Metrological App Manager -the App Manager enables operators to manage, in real time, the content and UI of their Metrological TV App Stores in an easy and intuitive way. The App Manager also includes user management and publishing functionality.

Metrological Unified Experience (UX) - a cloud-based platform that centrally delivers UI's on all devices to optimise the viewing experience. The UX has the capability to dynamically update in real-time presentation of content.

Metrological Dashboard - provides business management and business intelligence (BI) for operators to maximise revenue opportunities. Delivering real-time insights on operations and app usage operators can refine strategies for providing highly targeted, contextual content and monetise opportunities for app content more effectively.

Metrological Content Services - offers a cross operator reach to content providers to more than 20 million households. Metrological handles content curation, provides the legal framework and offers a revenue share on content exploitation to both operators and content providers. Metrological offers an open SDK as well, to enable anyone to develop apps, preventing any form of vendor lock-in for the operator and content service providers. (www.metrological.com)