

**DOTSCREEN & Metrological Announce TV App Partnership at IBC**

*Multiscreen developer partners top TV App Platform provider*

IBC, September 11th, 2014 – DOTSCREEN, a European leader in the design and development of multi-screen applications today announced that it has joined Metrological's preferred content partnership programme.

DOTSCREEN will now develop TV apps for **the** Metrological App Library using the Metrological SDK (software development kit). In addition, as a preferred content partner, DOTSCREEN will secure premium support from Metrological. The companies will jointly offer their services to TV operators and other content providers.

DOTSCREEN apps will be available to TV operator partners and viewers via the Metrological App Library. As a first step in the partnership, [MeteoNewsTV](#), DOTSCREEN's multinational, video-based, weather forecast application will be available.

As leading cloud-based Application Platform provider, Metrological has developed a Framework technology, on which operators can launch, operate and maintain their app store. Metrological is proven in the field and has been deployed by leading TV operators such as Liberty Global. Currently the Metrological Application Platform offers a cross operator network of over 20 million households in Europe.

"DOTSCREEN has significant technical expertise in developing User Interfaces and multi screen apps: this partnership will ultimately benefit the entire TV App community, from operators to viewers," explained DOTSCREEN President, Stanislas Leridon "Metrological and its TV operator partners will also benefit from DOTSCREEN's commercial relationships with key international and national TV channels and content publishers."

## About DOTSCREEN

The company operates in two areas. On the one hand, it designs and develops multi-screen applications (smart TV, TV decoders, HBBTV, game consoles, smartphones, tablets, car radios, smartwatches, Google Glass...) for leading media, web and telecommunication companies (TF1, France Télévisions, Al Jazeera, BeinSport, Eurosport, Deezer, TDC/Yousee, TV2, Lagardère, Mondadori, 20Minutes, Euronews, Swiss RTS, Orange, Numéricâble, Voo...). On the other, it publishes multi-screen video services internationally (EPG, weather, car traffic, horoscopes...)

## 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 provides an App Library containing 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.