

Metrological Salutes UPC Hungary for Winning Cable Europe Innovation Award at Cable Congress 2015

UPC Hungary, Metrological and ActiveVideo Successfully Bring OTT Apps to Legacy Set-Top Boxes

Rotterdam, Netherlands – March 13, 2015 – Cable Europe today presented UPC Hungary, [Metrological](#) and ActiveVideo with the [Innovation Award](#), which recognizes a special project that stands out in helping the cable industry innovate and stay ahead of the customer. Caroline Van Weede, Managing Director of Cable Europe, and Peter Percosan, Partner, Digital Strategy, presented the honors on the second day of [Cable Congress](#) in Brussels.

For this award-winning initiative, UPC Hungary worked with its partners, Metrological and ActiveVideo, to offer more than 20 apps on TV via any set-top box in the UPC Hungary subscriber footprint. This has provided UPC Hungary with a powerful new service differentiator that is a world's-first achievement for cable: the ability to offer an almost limitless source of online content to every subscriber, without the cost and time-to-market that rolling out new set-top boxes would have entailed.

“Bringing online content to pay-TV subscribers is a win-win for the online and pay TV industries”, said Arpad Jordan, CTO, Central Eastern Europe of UPC. “But until UPC Hungary teamed up with Metrological and ActiveVideo last summer, no one had been able to do it at scale, without the purchase of costly set-top boxes.”

“We are proud to be part of UPC Hungary’s initiative of transforming legacy set-top boxes into smart TVs, by bringing OTT apps to their subscribers,” said Jeroen Ghijsen, CEO and Founder of Metrological. “As of today, over 68% of UPC Hungary subscribers with access to the service have tried more than 20 apps, and 86% of those customers have returned for more.”

“We have been looking for ways to refresh our digital service,” Jordan continued. “We really had to think outside of the box. We realized that with a little help from the cloud, we could implement the application framework of the Horizon program from Metrological. We were able to support HTML5 applications to run natively, which is a strategic technological direction for Liberty Global.”

“This is truly innovative,” said Irina Cazacu, TV Product Manager of UPC Hungary. “With apps, we become more than a cable company—we become an entertainment provider.”

About Metrological

Metrological brings apps to TV, delivering a complete product suite that enables pay-TV operators to launch, manage and monetize their own branded TV and multi-screen app store and unified user experience across devices. The company also helps content providers reach more than 20 million households with a single app. Metrological’s cloud-based, device and software agnostic products enable operators to increase ARPU, reduce churn and enhance the viewer experience across all device platforms. The company’s customer base consists of tier one cable and telecommunications companies, content providers and app developers, reaching 20 million households worldwide. Metrological is headquartered in The Netherlands and is a proud supplier of Liberty Global. For more information please visit www.metrological.com.

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