

DNS:NET Selects Metrological for TV App Store Launch

German IPTV provider to launch TV app store with HbbTV and premium apps using Metrological App Platform

Berlin, Germany – June 8, 2015 – [DNS:NET](#), a German Carrier and IPTV operator, today announced that it has selected [Metrological's](#) Application Platform to launch and manage its branded TV app store including German HbbTV apps, as part of the DNS:NET TV platform. This new DNS:NET interactive TV platform will start its rollout this summer.

DNS:NET began as a regional provider and is now one of the largest VDSL providers in Germany. The DNS:NET app store and HbbTV third party apps will be available on set-top boxes, smart TVs, mobile devices and tablets with the launch of its interactive video experience. Using a cloud-based app framework approach, DNS:NET can rapidly launch a TV app store with complete management tools and access to more than 250 apps with an open SDK to develop future apps.

“Our customers want access to content that reflects their own unique interests and preferences, no matter the type of content or access point,” said Alexander Lucke, CEO of DNS:NET. “It is important that our video experience is different, offering a “wow” factor for potential TV customers. With the Metrological Application Platform we can incorporate all forms of content, including third party HbbTV apps, no matter what device the consumer chooses to use. Metrological was able to integrate OTT with broadcast content and already had a big inventory of TV and video apps available in an integrated video experience available on any screen.”

“We worked with DNS:NET to provide a video experience that relates to what the consumer is watching, combining OTT and HbbTV apps to make each experience unique to the subscriber on any screen,” said Jeroen Ghijsen, Co-Founder and CEO of Metrological. “TV is no longer a single screen in your home - it's any screen that can securely display an integrated video experience. DNS:NET's TV app store will be front and center in this new video experience, and be easy to maintain regardless of future platforms and devices.”

Metrological's device and software agnostic Application Platform provides full lifecycle support for operator App Stores and content provider apps on any screen with access to business intelligence data. Operators can customize their own branded app store for each market using Metrological's 250-plus App Library of premium apps or build their own with an open source SDK. By using an app framework, operators and content owners need only to develop a single version of an app, which then can be deployed on any device.

About DNS:NET

The German Carrier DNS:NET is offering the whole Range of IP-based Services including Triple Play. DNS:NET was founded in 1998 in Berlin. The company today provides telecommunication, Internet and data-center services for private and business customers using proprietary and leased fiber-optic network infrastructure. Its data-center services for business customers also make use of proprietary and leased infrastructure in high-security sites at key Internet exchange points. Since 2012, DNS:NET has also acted as a cable network operator. www.dns-net.de

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. 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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