

IBC Content Everywhere Q&A:

Jeroen Ghijsen, Co-Founder and CEO, Metrological



Has IBC Content Everywhere come at a good time for the electronic media industry? Why is this?

It's come at a perfect time. With the technological barriers for delivering TVE disappearing, operators are now focusing on how to make themselves the most relevant video provider to their customers. This is not easy. OTT providers and pay TV providers both offer competing content and want control of the user experience. We know from our deployments in Europe that tailored app stores can help elevate the operator's brand, increase customer viewing and satisfaction with minimal operational impact.

What do you think are the key developments in, or threats to, your market sector at the current time?

We believe one of the most important components for success is building a complete user experience so the customer doesn't have to leave the pay TV operator's screen. By easily managing their own specific app stores, operators can offer contextual apps, news and information apps, and allow their customers to send videos to the phone. In other words, operators can satisfy the needs of that customer so that they don't need to turn elsewhere.

Why should delegates visit your stand at IBC Content Everywhere?

Metrological's stand will demonstrate how easy it is for operators to use the application platform to create and manage a tailored app store that increases customer satisfaction, merges live TV and OTT content and that can be easily adapted for each market. Content owners will see how to reach millions of households with a single app that is deployable on any device. After 5 years of delivering applications to the TV, we look forward to sharing lessons learned.

Metrological's stand is 14.E25

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