

Ooredoo Turns to Metrological for Personalized TV App Store

Leading operator picks Metrological Application Platform to launch and customize its Mozaic TV app store

Doha, Qatar and Rotterdam, Netherlands – December 2, 2015 – [Ooredoo Q.S.C.](#) (“Ooredoo”) - Ticker: ORDS, today announced it has selected the [Metrological Application Platform](#) to launch and manage its cloud-based Mozaic TV app store. The Ooredoo-branded TV app store will go live on Ooredoo’s next generation set-top boxes (STBs) in Qatar.

Ooredoo’s Next Generation Mozaic TV is the leading TV entertainment service in Qatar, combining international, Arabic and Asian satellite packages, catch-up and premium-on-demand content onto a single platform. Ooredoo’s TV app store will be integrated into the Mozaic TV user experience, which combines existing native apps with an expanded app library of popular and local apps and OTT content. By deploying Metrological’s cloud-based TV app platform, Ooredoo will be able to offer customers a wider selection of apps than ever before. The Ooredoo app store will be available to Mozaic TV customers using next-generation STBs, with plans in place to expand the service to legacy devices and other new devices in the future.

“We pride ourselves on offering innovative features and world-class entertainment packages that give our customers access to all of their content in one place,” said Waleed Al Sayed, CEO, Ooredoo Qatar. “Ooredoo continues to deploy cutting-edge cloud solutions to deliver smart services for the people of Qatar, and this agreement with Metrological provides us with the flexibility to customize the portfolio of apps on offer, deliver an enhanced customer experience and gives us the scalability to continue to expand the digital universe of apps offered on Mozaic TV.”

“We are pleased to provide Ooredoo with our cloud-based Application Platform, which will enable them to offer content that reflects the unique personal interests of its subscriber base,” said Jeroen Ghijsen, CEO, Metrological. “Metrological brings the app experience front and center with apps acting as a content feed to the main TV viewing experience. Our platform ensures that Ooredoo can expand its app offerings by leveraging the cloud instead of deploying more expensive STBs to facilitate native app solutions that can’t scale.”

Metrological’s Application Platform offers full lifecycle support for operator App Stores and content provider apps. The application framework approach enables Ooredoo and other operators to manage its App Store via the Metrological Dashboard and App Manager, which provides access to business intelligence data and marketing analytics. 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 apps with an open source SDK. The Metrological Application Platform acts as a device and software agnostic framework so operators and content owners only have to develop a single version of an app once to make it work on any device that runs the Metrological Application Platform.

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About Ooredoo

Ooredoo is Qatar’s leading communications company, delivering mobile, fixed, broadband internet and corporate managed services tailored to the needs of consumers and businesses. As a community-focused company, Ooredoo is guided by its vision of enriching people’s lives and its belief that it can stimulate human growth by leveraging communications to help people achieve their full potential.

Visit www.ooredoo.qa for more information about Ooredoo and its portfolio of next generation services.

About Metrological

Metrological enables operators to personalize their TV experience, delivering a complete product suite to launch, manage and monetize branded TV App stores and user experiences. Leveraging its cloud-based Application Platform, Metrological delivers lifecycle app support, enabling operators to bring together all content sources into a single viewer experience across any device. Metrological also helps content providers reach more than 20 million households with a single app across operator networks that run the Metrological Application Platform. The company's customer base includes cable and telecommunications companies such as Comcast and Liberty Global, as well as leading content providers and app developers. Founded in 2005, Metrological is based in The Netherlands with offices in the U.S., Europe and Latin America. For more information please visit www.metrological.com

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