

# Metrological Names Greg Riker Senior Vice President of Sales for The Americas

**Rotterdam, Netherlands – April 12, 2016** – Metrological is announcing the appointment of pay-TV technology sales veteran Greg Riker to Senior Vice President of Sales, Americas. Greg will be responsible for expanding the company's existing sales and business development activities as well as pursuing strategic partnerships. Greg will be based in Denver, Colorado.

“Greg is an energetic and tremendously talented sales executive with deep experience in partnering with service providers to bring new media technologies to market,” said Jeroen Ghijsen, CEO of Metrological. “At Metrological, we strongly believe apps and OTT should be integrated with the TV viewing experience, allowing for better search and offering contextual programming without leaving the main screen. We look forward to working with Greg to continue our commitment to making the app world work for the entire ecosystem of consumers, service providers and content owners.”

Greg is a 20 year sales executive with a track record of increasing revenues and expanding sales channels in the digital TV and media industry. Most recently, Greg was Senior Vice President Sales, Cloud Video Solutions at ARRIS, which he joined as part of the ActiveVideo joint acquisition by ARRIS and Charter. At ActiveVideo, Greg was Senior Vice President, Worldwide Sales, responsible for expanding global sales channels for the company's Cloud TV platform to video service providers, consumer electronics manufacturers worldwide. Previously, he was Senior Vice President, Worldwide Sales at Synacor, multiscreen technology and monetization provider, where he developed the commercial strategy for U.S.-based content providers and grew international revenues during the transition from a privately owned to publicly traded company. Earlier in his career, Greg led sales and business development activities, driving revenue growth for on demand and advertising solutions at ARRIS and C-COR.

Metrological's Application Platform integrates TV and app experiences with full lifecycle support for operator App Stores and content provider apps. The application framework approach enables MVPDs to manage their App Stores via the Metrological Dashboard and App Manager, which provides access to business intelligence data and marketing analytics. MVPDs 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 that MVPDs 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.

## **About Metrological**

Metrological enables MVPDs to integrate their TV and apps into a single viewer experience. The cloud-based Application Platform delivers a complete product suite to launch, manage and monetize branded TV app stores on any device. Content providers and app developers are able to reach 40 million households across operator networks by adding a single app to the Metrological App Library. The Metrological Application Platform is deployed with cable and telecommunications companies such as Comcast, KPN Liberty Global and Ooredoo. Founded in 2005 Metrological is based in The Netherlands with offices in the U.S. and Europe. For more information please visit [www.metrological.com](http://www.metrological.com).

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