



## Metrological Intros “Watch with Twitter” TV Service

*Service allows customers to include trending Tweets alongside TV shows*

**Rotterdam, Netherlands – November 2, 2016** – Metrological today announced the availability of the *Watch with Twitter* service for their customers. The *Watch with Twitter* functionality will enable Metrological’s customers to deliver a Twitter experience that leverages the program guide to display Twitter content side by side with TV shows, directly on the screen.

Once integrated, the *Watch with Twitter* app launches when consumers turn on their TV, on whatever channel the consumer is viewing. The integrated app experience displays trending programming and live Tweets that are contextual to live TV program as an overlay. Consumers can click in with their remote control to change the channel to watch popular content identified in the “Trending on” Twitter feed. The experience is managed by a browser-based implementation of the Metrological Application Platform.

“With this product, operators can now offer an experience that combines TV viewing with Twitter,” said Robert Cloudt, Head of Content Management and Strategy of Metrological. “This Watch with Twitter implementation integrates social media content seamlessly with their platform. This gives consumers another way to discover content and move from one piece of trending TV programming to the next, instantly, without leaving the main screen.”

Brenda O’Connell, Director of Business Development for Twitter in EMEA, said, “We are delighted to be working with Metrological on this integration that will allow operators to bring Tweets together with broadcast TV live on the set-top box. This app gives people the best of both worlds - the ability to sit back and watch TV, while incorporating the immediacy of Twitter. Viewers will be able to instantly see for themselves what all the buzz is around a particular piece of content.”

Metrological’s Application Platform integrates TV and app experiences with full lifecycle support for TV app stores and apps. The application framework approach enables operators to manage its TV App Store via the Metrological App Manager. The Dashboard provides access to real-time business intelligence data and marketing analytics. Operators can customize their own branded app store using Metrological’s 300-plus App Library of premium apps or build their own apps with an open SDK. The Metrological Application Platform acts as a device and software agnostic framework. 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 operators 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).

### **About Twitter**

Twitter, Inc. (NYSE: TWTR) is what’s happening in the world right now. From breaking news and entertainment to sports and politics, from big events to everyday interests. If it’s happening anywhere, it’s happening first on Twitter. Twitter is where the full story unfolds with all the live commentary and where live events come to life unlike anywhere else. Twitter is available in more than 40 languages around the world. The service can be accessed at [Twitter.com](https://twitter.com), on a variety of mobile devices and via SMS. For more information, visit [about.twitter.com](http://about.twitter.com) or follow @twitter.

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