



Metrological Streamlines Premium OTT Apps for TV Operators

Innovative Netflix implementation complements Liberty Global's compelling user experience

Rotterdam, Netherlands – December 28, 2016 – Metrological today announced a new method for operators to deploy premium OTT content on set top boxes (STBs). By using cloud-based frameworks and standardized key components, operators can streamline premium OTT integrations and speed up time to market. Liberty Global, the largest international TV and broadband company in the world, is the first to implement Metrological's approach for its [Netflix](#) rollout.

"At Metrological, our focus is to reduce the complex engineering and to introduce lifecycle management of premium OTT content. This enables our customers to focus on the viewer experience instead of the technical integration," said Jeroen Ghijsen, CEO of Metrological. "By leveraging our experience with browser-based application frameworks, we have standardized key components, simplifying the integration of premium OTT content. This results in a reduction of the required STB resources, deployment cost and time to market. Both Liberty Global as well as Netflix benefit."

Metrological defined a hybrid deployment architecture, leveraging an application framework that acts as a device and software agnostic abstraction layer streamlining the engineering and coding requirements for STBs. This approach also yields a smaller STB resource footprint, enabling operators to deploy premium OTT content on legacy devices.

Key aspects that have been addressed include:

- Simplified player abstraction;
- Security and provisioning;
- Code streamlining, reducing the overall footprint and resource consumption; and
- Lifecycle and application management.

"Metrological's Application Platform, which is an integral part of Horizon TV, helped us to streamline this particular Netflix deployment and expedite the time to market," said Doron Hacmon, Chief Product Officer, Liberty Global. "The flexibility of the platform allows us to continue to innovate by integrating new relevant services in a timely fashion."

Liberty Global has already launched the Netflix app in the UK, Ireland, Switzerland and the Netherlands, which will be followed by other countries throughout 2017.

Metrological's Application Platform integrates TV and OTT experiences with full lifecycle support for TV app stores and OTT content. Operators are able to manage their branded TV app store via a cloud-based back-end that also provides real-time business intelligence data and marketing analytics. Operators have access to Metrological's App Library, which contains over 300 apps, or build their own apps with an open software development kit.

About Metrological

Metrological enables operators to integrate their TV and OTT content 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 are able to reach over 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, Telecolumbus 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.

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