

Tele Columbus Taps Metrological to Provide Integrated TV and App Experience

Metrological Application Platform enriches Tele Columbus' advanceTV

Rotterdam, Netherlands – January 26, 2017 – Tele Columbus, Germany's third largest cable operator, is deploying Metrological's Application Platform to provide an integrated OTT app experience as part of its recently launched advanceTV entertainment offering. advanceTV is Tele Columbus' next-generation multi-screen video experience featuring the latest TV, movies, apps and web content. Metrological is powering the advanceTV smart app portal, which will deliver app and internet content for an enhanced viewing experience. The Metrological platform offers a wide selection of premium apps that Tele Columbus is able to source from and publish in the app store in real-time.

"Tele Columbus advanceTV opens up a new dimension of television enabling consumers to enjoy their content on the main TV screen or second screens in a single viewer experience," said Stefan Beberweil, Chief Marketing Officer, Tele Columbus. "Metrological's cloud based TV application solution allows us to offer relevant apps and Internet content as an added value to our customers."

"We are proud to team with Tele Columbus to give their consumers a holistic TV experience that includes TV integrated with apps and internet content," said Thijs Bijleveld, Senior Vice President of Sales and Marketing, Metrological. "Tele Columbus is able to showcase a range of unique premium and niche apps to satisfy all of their customers' viewing preferences."

Metrological's Application Platform integrates TV and Internet experiences with full lifecycle support for TV app stores and 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, Tele Columbus 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.

About Tele Columbus (www.telecolumbus.com)

The SDAX listed Tele Columbus Group is Germany's third largest cable network operator. Via its origins – individual regional cable network operators that were merged into Tele Columbus – the company dates back to 1972. Today, about 3.6 million connected households in Germany are served by Tele Columbus, primacom, pepcom, Deutsche Telekom, Martens und KMS with TV signals and, increasingly, digital broadcast packages, Internet and voice connections provided via high-performance broadband cable. As a national provider with a regional focus and a partner of the housing industry, the Group is present throughout its core markets Berlin, Brandenburg, Saxony, Saxony-Anhalt and Thuringia as well as in numerous key regions in western Germany. In tune with current demand trends, the company is upgrading its networks in a hybrid fibre-optic infrastructure for superfast Internet connections of up to several hundred megabits per second with the state-of-the-art Internet transmission standard DOCSIS 3.0. The broadband cable caters to the entire range of innovative media applications from analogous, digital and high-definition TV to high-speed Internet and voice connections to telemetry services, tenant portals and interactive services. Beyond merely transmitting signals, Tele Columbus uses its own product platform in order to actively increase the programme offering and to develop additional services. Via its company HL komm, Tele Columbus also delivers powerful connections and network services to business customers.

###

Contact Information:

JLM Partners for Metrological

Stacy Mitchell

206-381-3600

stacy@jlmpartners.com