



beIN Taps Metrological for Integrated OTT and App Experiences

Metrological delivers beIN's App Store across all existing and new set-top boxes

Rotterdam, Netherlands and Doha, Qatar – June 5, 2018 – [beIN](#), the Middle-East TV-operating and entertainment company, today announced it has selected [Metrological](#) to provide its new integrated TV app experience. The App Store service will be available beIN's Hybrid Satellite and IP legacy and new OTT set-top boxes (STBs) for customers in the Middle East, Turkey and North Africa.

“Metrological has made it painless for us to bring compelling OTT services and app content to our viewers on our set-top boxes,” said Mohammed Al Subaie, Executive Director of Commercial Affairs, beIN Media Group. “Consumers want the ability to watch what interests them the most and relates to their own viewing experience. Metrological ensures we now have the flexibility to enrich our exclusive services with related content based on personal preference, regional relevance or target group to the content line up, all integrated on the big screen.

“We are pleased to partner with beIN to bring compelling integrated OTT experiences to its subscribers via the Metrological App Store,” said Thijs Bijleveld, Senior Vice President of Sales and Marketing, Metrological. “Our goal at Metrological is to reduce any complex integration work typically required for onboarding OTT and app content, resulting in a seamless TV experience on any device.”

Metrological helps operators to onboard, manage and integrate their TV and OTT content into a single viewer experience on any STB. Metrological's product portfolio includes the Metrological App Store and Premium OTT services integration.

For integration of Premium OTT services, Metrological's Application Platform and Application Framework consist of an open source browser and framework architecture with software plugins. Metrological's plugins offer pre-integrated and software code by which new web based and/or native integrated services can be launched in months instead of years.

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