

Vodafone Germany Selects Metrological to Bring Integrated App and Premium OTT Experience to GigaTV

Rotterdam, Netherlands and Unterföhring, Germany – January 23, 2019 – [Vodafone Germany](#), has chosen [Metrological](#) to bring integrated apps and premium OTT content to the [GigaTV](#) platform.

GigaTV users will have access to a wide variety of premium OTT services as well as niche content and localized apps, integrated directly into the GigaTV UI, through the [Metrological Application Platform](#). Metrological enables operators to offer OTT content without leaving the TV experience. Metrological's back-office gives Vodafone Germany the ability to anticipate the changing content preferences of their TV viewers instantly and efficiently.

“Vodafone Germany's next-gen GigaTV offering gives TV-subscribers easy access to premium OTT services and niche, personalized content. This aligns with Metrological's vision to integrate the TV and app experience in one single view,” said Thijs Bijleveld, Senior Vice President of Sales and Marketing of Metrological. “Vodafone Germany recognized early on the value of delivering a universal search capability across their full content library. We are very honored Vodafone Germany selected Metrological as their OTT partner.”

The Metrological Application Platform includes a back-office product suite for onboarding, monetizing and optimizing the life cycle of web and native apps across set-top boxes. The Application Platform supports features such as unified search, contextuality and second screen support. Vodafone Germany is able to source content from the Metrological App Library that offers 300+ TV apps. The open SDK enables quick app development for content service providers.

For more details about Metrological, visit: www.metrological.com. Additional information about GigaTV can be found at: <https://zuhauseplus.vodafone.de/gigatv/>.

About Metrological

Metrological enables operators to seamlessly integrate premium OTT Services and niche content into a single TV viewer experience. The Metrological Application Platform delivers a product suite for monetization, onboarding and managing the lifecycle of web and native apps across set-top boxes. Content providers are able to reach over 40 million households across operator networks by uploading a single app onto the Metrological App Library. Metrological is hardware agnostic and software independent, and works with cable and telecommunications companies such as KPN, Liberty Global, NOS, beIN, Tele Columbus, Turkcell and Ooredoo. Founded in 2005, Metrological is based in The Netherlands with offices in the U.S. and Europe.

For more information, visit: www.metrological.com.

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