Metrological Lets Operators Personalize TV App Stores with Local Flavor

New tools create customized app profiles based on viewing habits and automate billing

Rotterdam, Netherlands – August 17, 2015 – Metrological is announcing new TV app store management tools that enable pay-TV operators to customize app store lineups based on live events and household viewing habits as well as integrate app billing and transactions. The new features are included in Metrological's Dashboard product, part of the Metrological Application Platform, which provides full lifecycle support for operator branded TV app stores.

The Metrological Dashboard is a highly flexible and sophisticated app store management system and business intelligence center that provides real-time app usage and performance analytics. It offers insights on TV app store operations, including key performance indicators (KPIs) such as top performing apps, average viewing times, number of app views and number of transactions. This feedback gives operators the ability to refine content monetization strategies more effectively.

"Operators can now personalize app experiences to reflect consumer viewing habits and local content, which is an important tool in strengthening the customer relationship," said Jeroen Ghijsen, Co-Founder and CEO of Metrological. "Using our intuitive platform, operators can tailor app store content to viewers based on a number of filters, such as audience segments, live events, red button apps and time of day to automatically change the apps being offered in each market or household."

Metrological's Dashboard offers an easy-to-navigate console and the following new capabilities:

- **Automated app scheduling:** enables operators to monetize OTT content and personalize the scheduling of content based on time of day. For example, daytime programming can highlight children's apps and evening hours can highlight news app content. During a specific event, the app scheduling function can push notifications to highlight apps that are contextual to the live event, enabling real-time voting and messaging, and red button campaigns.

- **Integrated billing and transactions:** integrates apps into operator billing and transaction systems, automating app purchases and downloads and giving operators a complete view of customer downloads and purchases.

The new features will be on display at IBC2015, September 11-15, in Amsterdam at the Metrological stand (14.E25).

About Metrological
Metrological provides a seamless application experience, delivering a complete product suite that enables pay-TV operators to launch, manage and monetize their own branded TV and multi-screen application and user experience across devices. Leveraging its cloud-based Application Platform, the company delivers lifecycle app support, enabling operators to bring together all content sources into a single viewer experience across any device. The company also helps content providers reach more than 20 million households with a single app. The company's customer base includes tier one cable and telecommunications companies, such as Liberty Global, leading content providers and app developers. Founded in 2005, Metrological is based in The Netherlands with offices in the U.S., Europe and Latin America. For more information please visit www.metrological.com

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