Metrological Hosts First Annual CABSAT Appathon

Rotterdam, Netherlands – **March 9, 2017** – <u>Metrological</u> today announced it is hosting the first ever CABSAT Appathon at the upcoming CABSAT 2017, March 21-23 at the Dubai World Trade Centre. CABSAT is the leading professional content entertainment event in the Middle East, Africa and South Asia region, one of the fastest growing regions in the world for media and entertainment.

Metrological is leveraging its 10 years of experience in app store integration and app lifecycle management across pay-TV operator networks and devices to support CABSAT's first Appathon. Ten participating developer teams will create a TV app that enhances the television experience based on the Metrological SDK. The top three teams receive the opportunity to present their app to pay-TV operators that collectively serve more than 40 million households. The 48-hour Appathon takes place on March 21-22 on the CABSAT exhibition floor (Hall 5, #B5-32).

"We are pleased to launch the first CABSAT Appathon with Metrological, an experienced partner in helping app developers and content providers integrate apps with the Metrological TV App Store," said Syed Ali, Sales Manager, CABSAT. "The viewership landscape is evolving as more local and international OTT content providers enter the region. App development is a key piece of the puzzle in modifying the user experience to provide content to suit both the legacy and modern viewership needs."

"It's a great honor to work with Studio City and CABSAT to present the CABSAT Appathon at this year's show," said Robert Cloudt, Head of Content Management and Strategy, Metrological. "At Metrological we believe that app developers and OTT content providers play pivotal roles in the new blended TV viewing experience and our job is to make this integration process as seamless as possible for pay-TV providers."

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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