



FOR IMMEDIATE RELEASE

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Zenterio and Metrological enter into a strategic partnership

The partnership enables Pay TV operators to more effectively increase revenues from interactive services

Zenterio, which develops an independent software platform for interactive TV, and Metrological, a leading TV application store provider, have signed a strategic partnership agreement. The combination of Zenterio OS and Metrological's product suite means that the two companies now will be able to offer an attractive combined service revenue package towards TV operators.

"Pay TV operators have a great position to shape the interface and provide a very attractive Digital Entertainment Service. A strong value proposition must be based on insight of their customers' preferences and the capacity to offer the services at an attractive price. Combining Metrological's powerful application eco system with Zenterio's platform will enable Pay TV operators to fully leverage their market position, existing infrastructure and access to content in a great way. We intend to offer immediate revenue opportunities through a solution that will allow Pay TV operators to continuously evolve their business proposition", said Robin Rutili, CEO, Zenterio.

The partnership will also be beneficial for system integrators that can offer the Metrological platform as a pre integrated option in Zenterio OS and for content providers that will get an increased addressable market for their services.

Metrological has developed a framework technology on which operators can launch, operate and monetize their App Store. By integrating Zenterio's and Metrological's product suites, delivers unique ways to leverage on the monetization of attractive content services and applications in new innovative ways such as personalization and advanced search and discovery.

"Pay TV operators face an increasing demand to reduce churn and increase their ARPU at minimal costs. The Metrological Application Platform provides consumers with the content they want, at the right moment on the device they want. The combination of our platforms enables our customers to address the consumer needs to deliver this personalized content, increase their loyalty and enhance the ways to monetize the Pay TV operators' assets", said Jeroen Ghijsen, CEO, Metrological.

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About Zenterio

Zenterio develops Zenterio OS, an independent software platform for interactive TV that is positioned to become a global standard. Zenterio's software can be used on any new and existing hardware. With Zenterio OS, operators can quickly and cost-effectively provide new interactive services and applications. Zenterio partners with global system integrators, set-top box suppliers, CA/DRM providers and chipset manufacturers. Zenterio has more than 150 employees (24 nationalities). Its headquarters are in Stockholm and its R&D center is in Linköping, Sweden. The company has sales offices in Prague and Milan. Zenterio is mainly owned by private and institutional investors. The largest single shareholder is Scope, a Swedish private equity firm. Zenterio's board chairman is Mr. Olli-Pekka Kallasvuori, former Nokia CEO. Visit www.zenterio.com

Zenterio OS:

Zenterio's operating system works with most types of hardware available on the market. For TV operators, Zenterio's software enables fast harmonization of operators' fragmented software bases, and it can be used on new and already deployed hardware. With a harmonized solution, operators can quickly and cost-effectively deliver new interactive applications and services to end customers. Besides unrivalled hardware support, Zenterio's software offers market-leading performance and a flexible way to add new features. For system integrators, Zenterio's products facilitate uniform support for their new solutions that enable TV operators' interactive services. For TV viewers, this means improved experiences, an increased range of services and greater access to new applications.

About Metrological

Headquartered in the Netherlands, Metrological delivers a complete product suite that enables operators to launch their own branded TV and multi-screen App Stores to increase ARPU, reduce churn and enhance the viewer experience and loyalty. Visit www.metrological.com

The Metrological Product Portfolio consists of:

Metrological App Framework (MAF) - a cloud-hosted universal framework that supports software applications and products as a part of the Metrological Application Platform. Apps that run on MAF operate independently from a device and its middleware. Operators and content providers no longer have to develop and maintain specific versions of each app to make it work on several devices. MAF offers a framework in which apps operate, can be managed and controlled.

Metrological App Store - digital distribution platform for apps on viewers' Set Top Boxes and other connected devices. It can run apps side-by-side with live TV broadcasts, apps showing content contextual to what is shown on the main screen, red-button interactivity, games, news and social media apps. Metrological has over 150 TV apps ready for publication.

Metrological App Manager - the App Manager enables operators to manage, in real-time, the content and UI of their Metrological TV App Stores in an easy and intuitive way. The App Manager also includes user management and publishing functionality.

Metrological Unified Experience (UX) - a cloud-based platform that centrally delivers UI's on all devices to optimize the viewing experience. The UX has the capability to dynamically update in real-time presentation of content.

Metrological Dashboard - provides business management and business intelligence (BI) for operators to maximize revenue opportunities. Delivering real-time insights on operations and app usage operators can refine strategies for providing highly targeted, contextual content and monetize opportunities for app content more effectively.

Metrological Content Services - offers a cross operator reach to content providers to more than 20 million households. Metrological handles content curation, provides the legal framework and offers a revenue share on content exploitation to both operators and content providers. Metrological offers an open SDK as well, to enable anyone to develop apps, preventing any form of vendor lock-in for the operator and content service providers.