

# MIRADA AND INDRA JOIN FORCES TO REVOLUTIONISE CONTENT CONSUMPTION FOR DIGITAL TV

## PRESS RELEASE

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**Madrid, November 27, 2018** - Mirada, a leading provider of cutting-edge products and services for Digital TV Operators and Broadcasters and Indra, one of the leading global technology and consulting companies, have signed a collaboration agreement to expand the offer of products and services in the media market and to form a technological vanguard with a differentiated offer in digital TV consumption.

Indra, through Minsait, its leading firm in Digital Transformation Consultancy and Information Technologies, will commercialise Mirada's Iris multiscreen products, that allow pay TV customers to enjoy content across set-top boxes, smartphones, tablets and PCs, with an intuitive navigation system and seamless user interface. The user interface comes with unique features, such as an intelligent search engine, audience measurement, interactive advertising and personalised recommendations based on advanced algorithms. Mirada's products empower operators to engage and retain subscribers by facilitating content with the ultimate viewing experience.

Mirada's technology has been chosen by Indra to enrich its portfolio on account of the scalability and advanced capabilities of Iris, since it can be offered to low and high volume operators, as well as to different levels of its subscribers in terms of revenue. In addition, Indra brings to the agreement its business knowledge and its leadership in CRM's, SAP, advanced analytics and big data solutions, among others, within its commitment to the most cutting-edge technologies and business transformation based on new content consumption habits.

The agreement will allow both companies to increase their market share and increase their visibility with complementary features to their systems that improve the consumer experience. Both firms will also be able to expand their network of potential customers and enhance their commercial offer in other countries, not only in Europe, but also in other regions such as Asia, where interesting opportunities are being addressed.

José Luis Vázquez, CEO of Mirada plc, commented: "We are delighted to be partnering with Indra, who have a reputation as being one of the world's leading technology and consulting companies. With Indra having a global presence and a highly-regarded reputation globally, the partnership plays an integral part in Mirada's strategy to expand into new markets. This is the largest partnership we have signed to date and we are excited about the possibilities it presents."

Luis Rodríguez Lombardero, director of Telecommunications and Media for Europe, Africa and Asia of Indra, commented also that this agreement with Mirada "is aligned with Indra's objective to continue helping telecommunication and media operators worldwide in the digital transformation of their businesses. The experience of Mirada, a leader in products for digital TV operators and transmitters, and the quality of its products focused on TV Everywhere are fully integrated with our capabilities to solve the needs of our customers end-to-end."

In this way, the proposal Indra and Mirada bring to the market addresses the changes that the consumption of audiovisual content has experienced since new digital platforms burst onto the market.

This has driven a transformation in business models and how television channels interact with their audience, one which is more digital and, at the same time, demands new services and incentives. In the media market, Minsait, as an Indra company, has accompanied the most important media companies in the changes they have experienced in the preparation, distribution, publication, management and broadcasting of their content thanks to the technological advances that facilitate access to new channels and platforms. Likewise, Indra has also worked on the design and implementation of specific solutions, successfully adapting to and evolving in this new reality that its clients demand.

### **About Mirada**

Mirada is a leading provider of products and services for Digital TV Operators and Broadcasters. Founded in 2000 and led by CEO José Luis Vázquez, the Company prides itself on having spent almost 20 years as a pioneer in the Digital TV market. Mirada's core focus is on the ever-growing demand for TV Everywhere for which it offers a complete suite of end-to-end modular products across multiple devices, all with innovative state-of-the-art UI designs.

Mirada's products and solutions, acclaimed for unparalleled flexibility and optimal time to market, have been deployed by some of the biggest names in digital media and broadcasting including Televisa, Telefonica, Sky, Virgin Media, BBC, ITV and France Telecom. Headquartered in London, Mirada has commercial representation across Europe, Latin America and Southeast Asia and operates technology centres in the UK, Spain and Mexico. For more information, visit [www.mirada.tv](http://www.mirada.tv).

### **About Indra**

Indra ([www.indracompany.com](http://www.indracompany.com)) is one of the leading global technology and consulting companies and the technological partner for core business operations of its customers world-wide. It is a world-leader in providing proprietary solutions in specific segments in Transport and Defence markets, and the leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America through its affiliate Minsait. Its business model is based on a comprehensive range of proprietary products, with a high-value focus and with a high innovation component. In the 2017 financial year, Indra achieved revenue of €3.011 billion, with 40,000 employees, a local presence in 46 countries and business operations in over 140 countries.