

MIRADA HELPS IZZI BRING DISNEY+ TO MEXICO

PRESS RELEASE

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Madrid, November 19, 2020 - Mirada, a leading provider of integrated software solutions for digital TV operators and broadcasters, announces the integration of Disney+ into its Iris multiscreen product, and its successful deployment across Televisa's izzi pay TV platform.

This integration is the result of a collaboration between izzi, Disney and Mirada, enabling the arrival of Disney+ in Mexico as part of the integrated services offered by izzi to their subscribers. Customers of izzi's recently launched izzitv smart service can now access Disney+ directly through izzi's TV platform and without the need for a separate subscription, and enjoy the diverse Disney+ catalogue which includes all Disney, Pixar, Marvel, Star Wars, National Geographic and original Disney+ content. Direct access to Disney+ is available through izzi's home screen on Android TV-based set-top boxes and other devices such as iOS/Android smartphones and tablets, or laptops.

Adding Disney+ to izzi's pay TV service based on Mirada's Iris platform using the Android TV Operator Tier platform further strengthens the operator's position in the Mexican market, as they go beyond content aggregation and position themselves as full experience aggregators, providing a unique place from which the end consumer can enjoy content from all desired services. This enables much greater engagement from subscribers, avoiding the growing trend of viewer fatigue that has resulted from the fragmentation of video content providers. As of today, Mirada's Iris allows izzi's subscribers to enjoy a unified multi-platform viewing experience by integrating izzi's platform with highly popular SVoD services such as Disney+, Netflix, HBO, Fox and blim TV, adding to a total of over 30 content providers that comprise izzi's extensive and highly attractive aggregated content catalogue.

izzi's CEO, Salvi Folch, commented: "From Disney+ to live TV and on-demand, to all the favourite apps and games, our leading service provides the entertainment our customers love, organized in one simple, helpful entertainment experience on izzitv, making it easier for people to watch, play, and do everything they love on their TV."

Mirada's CEO, José Luis Vázquez, commented: "With the successful integration of Disney+ into Televisa's izzi pay TV platform, we are delighted to welcome yet another streaming giant to Mirada's Iris multiscreen product. The flexibility and the speed with which we are able to deliver integrations of this kind demonstrates the future-proof nature of Mirada's offering. At a time when aggregation experience is becoming ever more important, we continue to work with our valued clients to deliver deeply integrated, highly innovative solutions."

About izzi

izzi forms part of Televisa Group, the largest media company by market capitalisation in the Spanish speaking world and a major participant in the international entertainment business. As part of Televisa Group, izzi is a provider in Mexico of broadband services, fixed telephony, mobile phone service as an MVNO and pay television with live channels and thousands of On Demand content. It has a network of more than 140 thousand kms. between coaxial cable and fiber optic that covers about 15 million HP's. In market size, izzi is already the second most important player in the country in telecommunications

services, always maintaining disruptive and innovative products and IT in the telecommunications sector.

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 over 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, ATN International, Telefonica, Sky, Virgin Media, BBC, ITV, Skytel and France Telecom Orange. 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