

# MIRADA AND EZDRM PARTNER TO EXPAND SKYTEL'S SERVICE IN MONGOLIA

PRESS RELEASE

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Mirada, provider of cutting-edge products and services for digital TV services, and EZDRM, specialist in Digital Rights Management as a Service, are proud to announce their partnership for the extension of Skytel's video service in Mongolia.

Leading Mongolian communications service provider Skytel Group ("Skytel") is partnering with Mirada and EZDRM with the expansion of their TV service after a successful implementation of the advanced OTT GO+ app. This partnership will enable the extension of GO+'s service to more connected devices, including what is expected to be one of the biggest launches of Android TV in the country.

The GO+ app used Mirada's flagship Iris technology to enable viewers to enjoy live tv, catch-up and on-demand movie content; and ranked #1 as the most popular app on the Google Play Store and Apple's AppStore in the Mongolian region. This new project will facilitate additional advanced features to enhance the usability of the platform for both operator and subscribers, making the most of the Iris app ecosystem to offer a hyper-personalised viewing experience thanks to powerful analytics as well as the award-winning UX Evolver to allow operators to fully customise and adapt the user experience with tailored content recommendations, interfaces and advertising.

EZDRM DRMaas security provides robust and fully scalable protection for all aspects of the Skytel content offering, across STB, smart TV, desktop, and mobile platforms. Effectively maintaining and enhancing service revenue streams within a seamless viewing experience helps enable business success for this regional powerhouse.

With this partnership, Mirada and EZDRM solidify the seamless integration of their technologies to empower a leading telco in the Asian market future proofing its video delivery and consumption offering to 100 000 monthly active users.

**EZDRM COO, Olga Kornienko, commented:** *"Skytel is an exciting project for us in the Asia market. This leading edge deployment has represented a new milestone in our close collaborative partnership with Mirada, combining the best of our technologies to power a vibrant new service."*

**Mirada CEO, José-Luis Vázquez, commented:** *“We have been Skytel’s strategic partners for the past five years and were delighted to be awarded the expansion of its service in Mongolia. This new project also provides another exciting opportunity to collaborate with EZDRM to provide Skytel with the latest technology for all their video business needs, supporting them to establish their position as a leading option in Mongolia and at the forefront of Asian video services.”*

## **ABOUT MIRADA**

Mirada is a leading provider of integrated software solutions for telcos, TV operators, broadcasters and video streaming services worldwide. Led by founder and CEO José Luis Vázquez, the Company prides itself on being a pioneer in the world of digital TV for over 20 years. Mirada’s core focus is empowering its customers to respond to consumers’ ever-growing global demand for digital content, offering a complete suite of end-to-end modular products across multiple devices with innovative state-of-the-art UI designs.

Mirada’s multiscreen technology, acclaimed for satisfying even the most demanding audiences, has been deployed by some of the biggest names in the telco world, including Televisa, Telefónica, Sky, Virgin Media and the BBC. Headquartered in London, Mirada has commercial representation across Europe, Latin America and Asia and operates technology centres in the UK, Spain and Mexico. For more information, [www.mirada.tv](http://www.mirada.tv).

## **ABOUT EZDRM**

EZDRM is the original specialist in Digital Rights Management as a service (DRMaaS), offering a straightforward, one-stop solution for protecting and monetizing your video content. The EZDRM solution is ideal for global support of live, on-demand, downloadable, and offline video services—eliminating proprietary integration and format concerns.

With a focus on video security since 2003, the team at EZDRM offers exceptional service, strong technical expertise, and deep business knowledge on protecting and enhancing revenue streams.

[www.ezdrm.com](http://www.ezdrm.com).