

MIRADA'S IRIS TO POWER MNC'S VISION+, ONE OF INDONESIA'S LARGEST VIDEO STREAMING SERVICES

PRESS RELEASE

N° 7 · 2023

MADRID | September 26, 2023

Mirada, a provider of cutting edge products and services for digital TV services, is proud to announce its latest contract win with MNC, a South-East Asian multinational group with operations in media, financial services, and entertainment hospitality spanning across multiple countries in the region.

The project will develop the next stage of Vision+'s OTT offering powered by Mirada's Iris solution, ensuring a seamless state-of-the-art and stable streaming experience, scalable and reliable even during periods of high demand.

Mirada's technology will enable MNC to engage viewers with a hyper-personalised user experience with tailored content recommendations, user interfaces and advertising. These are all managed through Iris' suite of tools such as LogIQ, a powerful analytics platform, Segmenter for advanced user segmentation or the awarded UX Evolver, which allows operators to fully customise and adapt the user interface in ways the market has not seen before.

The Iris solution also empowers MNC with promo and advertising hub Promolab to maximise dynamic ad insertion, notifications and more to offer Vision+ viewers advertising and promotions they care about.

The contract also highlights the flexibility of the Iris technology to adapt to all customer situations, empowering video services with a high-tech platform that helps them harness the latest market and regional trends.

With +40 million monthly active users, Vision+ is the largest SVOD OTT platform in Indonesia, boasting +2.5 million paid subscribers and 11.8 million registered users. The platform offers a diverse range of content, including an expansive library with over 20,000 hours of video-on-demand content and a lineup of 110 premium local and international linear channels, as well as original content produced by Vision Pictures. Additionally, Vision+ has more than 75 games and e-book features to further increase its user engagement and traffic. The superapp also provides access to an array of international premium channels, along with exclusive content from national free-to-air TV channels, and several major programs line up to boost its user engagement and traction.

This contract win further solidifies Mirada's presence in APAC after recent announcements of the successful deployment of Skytel's video service in Mongolia. MNC thus becomes the biggest telco reference for Mirada in the South-East Asian region.

Vision + Managing Director, Clarissa Tanoesoedibjo, commented: *"It is a great honour for Vision+ to work with Mirada. As a world-class technology provider, Mirada has a trusted and flexible platform, and can support Vision+'s technology system with a good front end and IT supporting system, so that Vision+ can focus on developing its contents. We hope that this collaboration can improve the quality of Vision+ content and also provide a quality streaming experience to subscribers."*

Mirada CEO, José-Luis Vázquez, commented: *"We are thrilled about reshaping the entertainment experience in Indonesia, offering viewers a seamless and captivating experience with MNC's Vision+, powered by our Iris solution. The trust MNC has placed in our technology reaffirms our dedication to pushing boundaries and driving innovation in the APAC video landscape as a trusted partner to telcos and video services in their journey to future-proof their businesses and remain at the forefront of the industry."*

About MNC

MNC Group, is an Indonesian multinational conglomerate engaged in media, financial services, and entertainment hospitality. MNC Vision (legally PT MNC Sky Vision Tbk, formerly Indovision) is an Indonesian subscription-based direct broadcast satellite (DBS) or direct-to-home satellite television and radio service initially in Indonesia. Currently owned by PT MNC Vision Networks Tbk, itself a subsidiary of MNC Asia Holding, MNC Vision is the oldest subscription-based television service in Indonesia. PT MNC Vision Networks Tbk or MVN, being part of the media business within MNC Group, went public in July 2019. It has the largest pay TV, broadband and OTT network operations through MNC Vision, K Vision, MNC Play and VISION+. www.mncgroup.com

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