

MIRADA'S SaaS OFFER BRINGS A TIER 1 VIDEO PLATFORM TO ALL PLAYERS

PRESS RELEASE

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Mirada, a leading provider of cutting-edge solutions for video services, is proud to announce the launch of its new SaaS offer that takes all the features of the award-winning Iris solution as a modular, cost-efficient and cloud-based service.

This new offer is part of Mirada's vision to democratise access to the most technologically advanced video platforms. This will allow smaller operators, content owners of any size, broadcasters, as well as any other player seeking to monetise their content to have access to the same level of technology as the leading players in the industry.

The new SaaS offer is built on Iris, Mirada's flagship solution trusted by top tier operators to power their video services worldwide. Mirada's SaaS removes the technical hassle, lengthy integration processes, and costs of launching a video service able to compete with leading players in every region. By eliminating entry barriers, Mirada brings a winning video platform within reach of smaller and local telcos, TV and video providers, but also to new players wanting to launch a video service, like broadcasters or content owners, as well as companies from different sectors with their own content catalogues.

Mirada's SaaS offering is based on two editions customers can choose from and further adapt to their unique needs with an innovative modular system, based on Boosters and Addons. Boosters are focused added services that level Mirada's ample expertise providing key strategic know-how to leading video players worldwide. SaaS customers can thus benefit from boosting their service with, among others, Mirada's advanced data analysis or editorial curation to highlight and promote content, offering subscribers the most engaging viewing experience while reducing the need for multiple specialised teams. This helps minimise customer overhead costs while enhancing their expertise and boosting the benefits driven from their advanced platform.

Addons enhance the platform with less obvious features such as expanding the service to further devices, including Android TV set-top boxes with Netflix in NSS version, while other Addons offer the possibility to custom integrate premium content providers, building up on the core SaaS super-aggregation functionalities which already include autonomous integration with dozens of content providers. Addons are thus designed to fine-tune the final product and enhance the viewer's experience according to each customer's specific needs, as well as adapting to regional and industry trends.

The SaaS offer is a cloud-based delivery model that brings unprecedented agility and flexibility to the process of launching a video service, which means that it can be easily updated and scaled to meet changing needs. Additionally, the SaaS offer is highly cost-efficient, as businesses do not need to invest in hardware or software licences and only pay for the services they use. The final customer's experience is further enhanced with a modular and flexible offering that allows them to customise the solution to their needs and easily launch the perfect video service for their business.

Mirada's SaaS will be available at the upcoming IBC 2023 on 15-18 September in Amsterdam. Participants are invited to discover the new offering at Mirada's stand D55 in Hall 1.

Mirada CEO, José-Luis Vázquez, commented: *"We are thrilled to announce the evolution of Iris into a Software as a Service offer, marking a significant milestone for Mirada. With Iris SaaS, we are breaking down entry barriers and aim to reshape the landscape of video services. This transformation empowers a wider range of video players, enabling them to harness the power of Iris and bring their audiences the content they crave."*

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