

Mirada launches Vision+ for Indonesian Media Titan MNC Group

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Mirada, a global provider of cutting-edge software products for TV operators and video services, is thrilled to announce the successful deployment of a state-of-the-art video platform for Vision+, the premier service of MNC Group, a leading southeast-Asian conglomerate based in Indonesia, following the announcement of contract win from September 26, 2023. This collaboration marks a significant milestone in delivering unparalleled streaming experiences to Vision+ subscribers.

Mirada's Iris platform now delivers a seamless, scalable, and personalised video streaming experience with an extensive audience forecast to reach over 40 million monthly active users. The core objectives of this project were to increase viewer satisfaction while concurrently maximising platform profitability, providing a stable, scalable, and reliable streaming experience, even during high-demand periods. Leveraging Mirada's cutting-edge technology, Vision+, the largest OTT platform in Indonesia, now also features hyper-personalised user interfaces, content recommendations, and advertising to boost user loyalty and engagement.

Mirada's technology transforms the viewing experience on Vision+ by introducing a highly personalised user journey through sophisticated tools like LogIQ for in-depth analytics, Segmenter for precise user segmentation, and the award-winning UX Evolver for advanced UI customisation in a few clicks. Additionally, the integration of PromoLab, a dynamic promotional and advertising hub, enables MNC to deliver targeted and meaningful advertisements and promotions, enhancing viewer satisfaction.

This collaboration underscores the adaptability of the Iris technology, providing a versatile solution that aligns with the latest trends and customer demands. Vision+ is Indonesia's largest Subscription Video On Demand (SVOD) OTT platform. The service offers an extensive content library, including more than 20,000 hours of video-on-demand, over 110 premium local and international channels, exclusive original productions by Vision Pictures, and more than 75 games and e-book features to engage users further. Vision+ also grants access to a wide range of international premium channels and exclusive national free-to-air TV content, significantly enhancing its appeal and user base.

This strategic partnership not only cements Mirada's footprint in the Asia-Pacific region following the successful launch of Skytel's video service in Mongolia but also establishes

MNC as Mirada's largest telecommunications reference in Southeast Asia and, armed with Mirada's technology, gives Vision+ the potential for global expansion.

José Luis Vázquez, CEO of Mirada, commented: "We are thrilled to be part of this journey with MNC's Vision+. Our technology is designed to empower video providers to deliver exceptional experiences to their audiences, and we are excited to see Vision+ take advantage of our capabilities to reach new heights. We are committed to continue redefining the digital streaming landscape, providing innovative solutions that empower video service providers worldwide."

Clarissa Tanoesoedibjo, CEO of Vision+, commented: "With Mirada's expertise, we have transformed Vision+ into a robust platform that truly caters to our viewers' needs in the span of 4 months. Our service's improved capabilities will allow us to enhance user engagement, satisfaction, and, ultimately loyalty, with considerable impact on our revenues and operational capacity."

About MNC

Founded in 1989, MNC Group has grown to become one of the largest national business groups in Indonesia. Under the leadership of its founder and Executive Chairman Hary Tanoesoedibjo, MNC Group has become the leader in 4 strategic investments: Media & Entertainment, Financial Services, Entertainment Hospitality, and Energy. For more information, www.mnccgroup.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