

# Vision247 shortlisted for prestigious Content Innovation Award

Submitted by: XL Communications

Monday, 21 August 2017

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- XtremePlatform from Vision247 shortlisted for Multi-screen TV Award
- XtremePlatform powers Hadif, an OTT television service with 13 of the Al Majd TV channels
- Awards will be presented at MIPCOM in October

London, 21st August 2017 – Broadcast specialist Vision247 (<http://www.vision247.com>) has been shortlisted for the Multi-screen TV Award at the Content Innovation Awards (<https://tmt.knect365.com/content-innovation-awards/>). Organised by Digital TV Europe, the Content Innovation Awards celebrate innovation in content, distribution and delivery and the wide-ranging achievements of the companies and individuals who bring video content to the world.

Vision247's XtremePlatform was selected to power Hadif, a new over-the-top (OTT) television streaming service that enables viewers to watch 13 of the Al Majd TV Network's channels over the internet. The Hadif service was launched in May 2017.

Vision247's XtremePlatform was chosen as a complete end-to-end solution that delivered content ingestion, management and playout enabling seamless manipulation and delivery from ingestion to last mile distribution.

Middle East and North Africa is one of the fastest growing regions for both pay TV and over the internet television. The number of pay TV households topped five million following a growth of eight percent year-on-year and revenues grew by 15 percent to \$2.27 billion.

Al Majd was looking to expand its services to offer multiscreen viewing on the move, so viewers could start watching a TV programme at home and continue on any connected device.

Vision247's Xtreme Platform supports all popular protocols for delivery to web browsers, iOS and Android devices, Smart TVs, Roku boxes, games consoles and IPTV set-top-boxes. Xtreme Platform was the first in the industry to deliver a four-way-interactive usage model:

- On demand – via browsing a video on demand (VOD) library
- Recording the programs for playback in the cloud
- Live TV – watching as the program is broadcast
- Catch up/jump forward TV – navigating an electronic programme guide to replay content or watch content before it is broadcast live

Petra Oblak, Vision247 says: "The Hadif project transforms how people in the Middle East and North Africa experience TV, delivering the kind of television service that people have become used to in the living room to every connected device: smartphone; tablet and PC. Users experience a familiar and consistent TV experience, whatever device they are watching on."

"Being shortlisted for a Content Innovation Award, particularly in the Multi-screen TV Award, is an

important endorsement of the XtremePlatform, demonstrating that any TV provider can extend from in home services to a 'content anywhere' strategy quickly, simply and effectively."

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#### About Vision247™

Vision247 is uniquely positioned to provide broadcasters, TV channels and content owners a complete end-to-end set of services that allow them to manage, distribute and monetise content via, not only traditional DVB platforms, but also the disruptive new world of IPTV and OTT delivery.

Vision247's services portfolio includes a data centre, play-out facility and satellite dish-farm in London with connectivity to all major teleports and exchanges, linear TV and VOD online portal solutions, Tier 1 CDN services, App development for OTT platforms and IP connected devices and IP delivery to the UK's digital-terrestrial platform, FreeviewHD.

For more information, please go to [www.vision247.com](http://www.vision247.com)

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