

# Vision247 XtremePlatform deployed in Al Majd OTT service for Arabic communities

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- Vision247's XtremePlatform deployed for the launch of Hadif - Al Majd TV's OTT service for global communities
- Hadif deploys the most advanced OTT service to deliver to apps and the web

London, 17th May 2017 – Broadcast specialist Vision247 (<http://www.vision247.com/>) today announces that its XtremePlatform (<http://www.vision247.com/index.php/2-uncategorised/13-ott-services-xtreme-player>) has been chosen and deployed to power CMT Technologies client Al Majd's new over-the-top (OTT) television service Hadif for global Arabic communities. Vision247 partnered with CMT Technologies (<http://cmt-technologies.com/>), the United Arab Emirates' (UAE) leading solutions provider for IPTV/OTT services, to deploy the new service.

CMT and Al Majd selected Vision247's XtremePlatform because it provides a fully customisable, true end to end OTT TV delivery solution, content delivery network (CDN) streaming and front end player implementation. Hadif can be accessed via an operator administered content management system (CMS) with restriction capabilities for multiple user groups.

Thanks to deployment of the XtremePlatform, Hadif is the first internet streaming solution to be synchronised by world-clock for global delivery of live TV with extremely low latency, ensuring broadcast quality delivery over the internet.

Al Majd currently has more than 100,000 direct-to-home (DTH) subscribers. The service will support live TV, video-on-demand (VoD) and catch-up TV in English and Arabic languages.

Hadif's sophisticated electronic program guide (EPG) and VoD metadata enables community generated ratings and recommendations, making it the most advanced OTT platform. The service offers apps for iOS, Android and the web and is set to expand into smart TVs and set-top-boxes in the next few months. The service provides both free-to-air and subscription content which is facilitated by all of the major internet payment services and also has a voucher code generator for promotions and offers.

The Hadif service offers multiple innovative features including:

- Cloud TV channel playout module with world clock reference and client side playlist execution
- A pay system compatible with: Sage Pay; PayPal; World Pay; Pay Wizard; HyperPay; CashU
- Enhanced EPG with instant catch-up feature
- Social media sign up, sign in and sharing
- Advanced reporting tools
- Emoticon star ratings
- Recommendations
- Advanced user management

Tanya Vidmar, Head of International Sales at Vision247 said "The Middle East and North Africa region is

one of the fastest growing regions for pay TV, in both subscriber numbers and revenues. Our collaboration with CMT Technologies to launch Hadif will significantly enhance the TV services available to Arabic communities by providing a flexible, multiscreen service that can be viewed on traditional TVs as well as mobile devices.”

Eng. Ahmad Aloweid, VP of business, Al Majd said: “The feedback from our customers suggested a desire for flexible multiscreen services. Hadif will provide Arabic communities across the globe with the most advanced OTT service on the market. Thanks to CMT and Vision247, our content can now be viewed regardless of location and TV availability.”

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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 to 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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