

PerceptionTV signs a Partnership Deal with XroadMedia

- **PerceptionTV and XroadMedia have formed a partnership to bring enhanced content discovery, personalisation and recommendations to Perception users**
- **The activity plan starts with joint promotion to key customers and prospects, followed by the integration of Ncanto into Perception's user applications**

London, 15th September 2017 – PerceptionTV Ltd and XroadMedia today announces that the Perception™ platform will deliver advanced content discovery, recommendations and personalisation features using the Ncanto cloud solution from XroadMedia. Initial activity will be a joint promotional campaign during the last quarter of this year with integration and initial customer projects planned during Q1 2018.

Perception™ delivers high quality multiscreen TV entertainment that combines live TV, catch up TV, video on demand, cloud-based personal video recorder all delivered via a private CDN module or OTT to wireless devices through a single intuitive user interface, offering the most flexible and effective internet television platform available today.

XroadMedia's content discovery and recommendation solution, Ncanto, is a cloud- or server-based back-end solution that helps operators to deliver the right content to the right audience. Offering metadata enrichment, content discovery, recommendations and data analytics services, Ncanto seamlessly integrates into any content delivery platform, is easy and affordable to operate and offers a variety of advanced functionalities to deliver a rapid return on investment to content and service providers of digital media assets.

John Mills, CEO of PerceptionTV Ltd comments: "We already have customers with more than 300 live channels available, not to mention video on demand and access to online platforms. Add to that the explosion in social media around TV consumption and the requirements become all too clear. The ability to target users and recommend relevant content is critical for this generation of TV consumers. Our partnership with XroadMedia is key to the ongoing success of the Perception™ platform".



Adolf Proidl, CEO and Co-Founder, XroadMedia says: "By integrating Ncanto into the Perception™ platform, together we will be able to address new markets and customers. Our partnership will allow content and service providers to offer personalised TV and video services as cloud-based services to their users in the shortest time to market possible. By fully utilizing the cloud, our combined solution offers our customers an innovative and low-cost option to flexibly manage and roadmap their services during any stage of the operation."

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About PerceptionTV Ltd.

PerceptionTV Ltd is a video platform software licensing and services company responsible for sales and distribution of Perception™, the most advanced multi-screen OTT/IPTV platform, that is the first fully integrated platform solution with embedded CDN software.

The firm manages the worldwide sales and distribution of Perception™, a rapidly deployable and scalable platform, proven in operation since 2006. Perception's proprietary software comprises both OTT/IPTV middleware and a CDN video streaming platform that combines live TV with instant rewind, catch-up TV, video on demand and a network PVR, all integrated into a single and exciting user interface available across multiple screens.

Designed for Telco operators, broadcasters, ISP's and content aggregators, Perception's white-label functionality provides a cost effective and user/operator friendly solution for companies wishing to launch multiscreen TV services, without investing in the traditional development timescales or the required expertise.

Headquartered in London, PerceptionTV also has development offices in Slovenia, UAE and Brazil. For more information please visit www.perception.tv

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About XroadMedia

At XroadMedia we have developed the next generation of content discovery, recommendation, and targeting solution – Ncanto. Based on more than a decade of product and market research, as well as customer deployments in the Internet, media and broadcast industries, Ncanto is an innovative back-end solution optimized for cloud- and server-based deployments. Ncanto boosts our customers' profits and revenues by uniquely combining user taste with our customers' requirements and business models. Thanks to Ncanto's flexible architecture and standards-based API connectivity, we even help our customers reduce integration costs and time-to-market to an absolute minimum, compared to competitive solutions in the market. More information on our products and services can be found at www.xroadmedia.com.

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