

PRESS RELEASE



BLIZOO CHOOSES ANEVIA TO LAUNCH ITS NEW MULTISCREEN SERVICE

Paris-France – October 14, 2015 – ANEVIA announces that Blizoo, the largest cable company in Bulgaria, has selected ViaMotion technology for the launch of *Live Blizoo*, its new OTT multi-screen service.

Available to over 350,000 subscribers, Live Blizoo offers close to thirty SD and HD channels on its dedicated portal, which can be viewed live on smartphones, laptops, or tablets. At the heart of the OTT infrastructure deployed by STI networks, the ViaMotion Plus solution prepares and delivers video streams to all subscribers. The user experience also benefits from Adaptive Streaming technologies that adjust the image quality of videos to the available bandwidth, no matter what device is used.

For Blizoo, it was important to deploy agnostic technologies that could interact with its entire ecosystem, with the ability to integrate with the middleware, rights management system, and ADB decoders, as well as Vector encoders. And as storage is an important element in such deployment, the ability to integrate Anevia OTT solution with the most common storage solutions on the market was a critical factor in the final selection.

“Not only our own subscribers, but all Bulgarian mobile customers can now access a new way to watch television. Just by subscribing, they can now easily access our video content portal whenever and wherever they want in Bulgaria,” explained Blizoo's CTO, Shteryo Stefanov Badalov. “With ViaMotion, we have a solid base that will leave us leeway to plan out the development of our OTT and multi-screen strategies.”

“We are proud that our technology and expertise have been put to use for an innovative project,” explained Laurent Lafarge, CEO of Anevia. The telecommunications market, and the OTT market in particular, are very dynamic in Eastern Europe. ViaMotion is unquestionably fit to provide useful technological solutions to operators that want to diversify their product lines and develop innovative multi-screen services.”

Noted for its performance and flexibility, ViaMotion is a full line of multi-screen OTT solutions designed to enable operators, broadcasters, and content owners worldwide to deploy cloud DVR services and multi-screen services.



About ANEVIA

Anevia is a leader in the creation of software infrastructure for the delivery of live television and video-on-demand services. Founded in 2003 by the developers of the VLC media-player, Anevia has pioneered the development of cloud DVR and multiscreen solutions which give television viewers wide freedom of choice in what, when and where they watch. Anevia products are used successfully in markets such as broadcasting, tier 1 and tier 2 telecommunications, and in many private and public companies. Headquartered in France, Anevia is a globally active company with a regional offices in the USA and Dubai.

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