

IBC Preview Release, IBC stand: 13.115

## **STRONG to launch a new TV Viewing experience revolving around Social Media powered by the ACCESSMyTV™ Platform**

*STRONG will launch new Hybrid set-top boxes in spring 2012 providing consumers with exciting Over-the-top (OTT) video experience centered around Social TV. **STRONGTV**, powered by the ACCESSMyTV™ platform, is a new web video delivery platform that enables consumers to find, create, personalise, watch and share web video channels on any internet enabled device.*

**IBC, Amsterdam, 8<sup>th</sup> September 2011** – STRONG, one of the leading providers of consumer Digital TV reception equipment in Europe, today announce that STRONG has selected the ACCESSMyTV™ platform to launch a personalized connected TV service. STRONG will launch in spring 2012 new Hybrid set-top boxes, which will provide consumers with an exciting Over-the-top (OTT) TV viewing experience. Over-the-top video services are delivered via the Internet to set-top boxes, televisions, PCs and game stations enabling TV services like VOD (Video on demand), catch up TV, and give direct access to Google and social networks, like Facebook, Twitter etc. ACCESSMyTV™ is a new service developed and provided by ACCESS CO., LTD, a global provider of advanced software technologies to the mobile, beyond-PC and digital TV markets.

“STRONGTV is an important new service as it enables the broadcast industry to embrace rather than fight OTT video delivery,” said Samer Mourad, CEO of SMG (STRONG MEDIA GROUP), a STRONG company that focuses on pay TV services. “By launching this exciting new service we enable STRONGTV customers to access and manage a huge library of OTT video, as well as providing exciting new ways to offer other content, applications and games to the consumer.”

With STRONGTV consumers can create personal “My Channels” of their favourite videos and share these to drive new customers to the service. It enables consumers to find, create, watch and share web video channels on any internet enabled device, including connected TVs, mobiles, tablets and PCs. STRONGTV is built upon the ACCESSMyTV™ platform, which includes a library of over 1 million free to syndicate videos, ensuring that there is always something new to see and can be watched on any IP connected device.

ACCESSMyTV™ is a 'brandable' Software-as-a-Service (SaaS) platform and client solution developed and managed by ACCESS, the world's leading provider of software products and platforms for web browsing, mobile phones, wireless handhelds, digital TVs and other networked devices. It is supported in all regions and can provide connectivity with any IP connected CE device, including set-top boxes, TVs, mobiles, tablets and PCs. ACCESSMyTV™ delivers free and premium video content, casual games and other apps to CE devices over an IP connection and via the web. This new service platform from ACCESS resolves one of the key issues for OTT video delivery to multiple devices: technical device fragmentation and different media file types. ACCESSMyTV™ also leverages the increasing desire by consumers to watch web video on any screen and the ever increasing usage in Social Networking.

"I'm delighted to announce that STRONG will be the first partner to deploy our ACCESSMyTV™ platform," said Dr. Neale Foster, VP of Global Sales IA, ACCESS. "I look forward to STRONGTV providing consumers with exciting new ways to consume, interact and purchase entertainment."

**For more information visit:**

[http://www.access-company.com/products/internet\\_appliances/netfrontdtv/dtv\\_solution.html](http://www.access-company.com/products/internet_appliances/netfrontdtv/dtv_solution.html)

**Note to editors:**

If you would like to meet an ACCESS spokesperson at IBC, please get in touch with

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## **About ACCESS and ACCESS Europe**

ACCESS CO., LTD. is a global company providing leading technology, software products and platforms for web browsing, mobile phones, wireless handhelds, digital TVs and other networked devices. ACCESS' product portfolio including its NetFront™ series provides customers with solutions that enable faster time to market, flexibility and customizability. Recently, ACCESS has launched NetFront™ Life as a global brand with applications and services for end users. Additional information about NetFront Life is available at [www.netfrontlife.com](http://www.netfrontlife.com). The company, headquartered in Tokyo, Japan, operates subsidiaries and affiliates in Asia, Europe and the United States. ACCESS is listed on the Tokyo Stock Exchange Mothers' Index under the number 4813. For more information about ACCESS, please visit [www.access-company.com](http://www.access-company.com).

ACCESS Europe GmbH is a wholly owned subsidiary of ACCESS CO., LTD., with its main office located in Oberhausen, Germany. ACCESS established its first office in Europe in July 2001 as a total solution provider to the mobile and beyond PC markets.

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## **About STRONG**

STRONG is one of the leading providers of consumer Digital TV reception equipment in Europe offering an extensive range of Digital Terrestrial, Satellite, Cable and IPTV receivers as well as their related accessories. Further, STRONG is licensee of the THOMSON brand for digital set-top boxes, both Free-to-Air and with Operators access control, distributed through retail in Europe.

The STRONG Group is represented in Europe by its Sales Head Office in Austria and fully operational subsidiaries across Europe. STRONG offices are equipped to cater for local market trends and needs, as well as being home to a highly equipped and innovative Research and Development department.

For many years, STRONG provided a comprehensive product range of set-top boxes to retail and operator markets. Focusing on the different customer needs, STRONG supplies receivers for free-to-air reception, with Common Interface, built-in hard disk, embedded CAS, such as Viaccess, Nagra, Conax and NDS, as well as the latest generation of interactive MHP and IP receivers. With extensive experience and know-how, STRONG built a Pan European distribution structure reaching over 50 countries and providing sales, marketing and, above all, After Sales Service with call centres. For more information on STRONG's product range please visit [www.strong.tv](http://www.strong.tv).

Through its 100% owned subsidiary, STRONG MEDIA GROUP (SMG), STRONG founded Vision TV, Ukraine's most successful DTH pay TV platform which is known as Viasat Ukraine after (Modern Time Group of Sweden-MTG) acquired a majority shareholding in 2010.

Through SMG, the STRONG group will once again leverage its unique position in distribution to launch a step by step approach to TV service across Europe.

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