

*PRESS RELEASE*

## **Perception Group Inc. to launch first OTT TV service in Sudan**

- **Perception and its local partner Next Window will launch Nahder TV (“Let’s Watch”), a multichannel OTT TV service with content provided by leading Sudanese TV group Blue Nile.**
- **Nahder will be available exclusively to 15 million Zain mobile network customers in Sudan and globally to the Sudanese diaspora.**
- **Perception will deploy and manage Nahder as a private TVCDN solution integrated with Zain local network.**

**London | 28<sup>th</sup> June 2022:** Nahder, comprising 20 channels from Blue Nile, is an OTT TV service which will be available to all data subscribers on the Zain mobile network in Sudan and to the global Sudanese diaspora population.

Using the **Perception TVCDN™** platform, fully managed from its operations centres in Slovenia and London, the services offered will include existing live TV channels with 7 days catchup TV, a range of new channels generated from Blue Nile’s extensive back catalogue, Video on Demand and fully integrated network personal recorder. The delivery platform is integrated with Zain’s billing systems enabling existing data subscribers to buy access in an incredibly flexible way using airtime credits or mobile money systems for periods as little as one day.

Perception TVCDN re-invents the familiar live TV experience traditionally seen on linear TV channels delivering a proper multichannel TV service along with advanced features such as live TV visual scrubbing allowing a user to accurately rewind live channels to a chosen point instantly.

By connecting its TVCDN platform directly to Zain, Perception ensures high quality local market streaming at a fraction of the cost of public CDN delivery.

**John Mills, CEO of Perception Group, said:** “MNOs face a difficult choice when it comes to adding TV to their existing voice and data services. Building an in-house technical delivery platform is expensive and time-consuming. Partnering with Nahder powered by Perception TVCDN will enable Zain to rapidly and cost effectively launch a 21<sup>st</sup> century TV service to its mobile users fully managed by our expert multiscreen OTT operations team.

Our strategy is to produce country-focused OTT service in partnership with local content producers which are taken to market through partnerships with local MNOs in which we install our TVCDN to maximise quality and minimise delivery cost. Nahder, in partnership with Blue Nile and Zain, is a great example of this in action and we look forward to revolutionising online TV viewing in Sudan.”

**Omar Nour Tara, Chief Innovations Officer of Next Window, said:** “Sudan is emerging from a period of political isolation and instability and the time is right to give people here the kinds of attractive online TV services available elsewhere in the world. We have a proud heritage of locally produced content from Blue Nile and others and we know that Nahder will enable this to be enjoyed online and through apps by millions of people here in Sudan and those of us living abroad using Perception’s advanced TVCDN platform.”

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**About Perception Group Inc.**

Perception Group Inc. is an industry innovator that develops and operates TVCDN cloud services utilising its bespoke product, Perception TVCDN™. The first multiscreen TV platform that delivers live streaming TV, TV channel layout, catch-up TV, cloud PVR, video on demand, subscriber management and billing services embedded directly in a unified TVCDN purpose-built for multiscreen IPTV & OTT.

Perception TVCDN is a proven product, in continuous development and commercial use for over 17 years, available as an on-premise SaaS solution for operators who wish to self-manage infrastructure or as PaaS fully managed solution for those who wish to outsource the complete white label operational platform. Perception TVCDN is ideal for Telcos, ISPs, broadcasters, channel and content owners looking to provide global or local TV services on managed network or OTT.

[www.perception.tv](http://www.perception.tv)

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