



Baran Telecom selects Perception™ to bring IPTV services to Iran

- **PerceptionTV Ltd partners with Baran Telecom to create new internet television service for Iran**
- **Live viewing, catch up, TV On Demand and recording in the cloud in one package accessible from any connected device**
- **PerceptionTV delivers end-to-end solution including content ingestion, scheduling, playout, billing and customer service**

London, 24th February 2016 – PerceptionTV Ltd today announces that its Perception platform has been chosen by Baran Telecom as the preferred platform for a new IPTV service in Iran. Perception was chosen for its unique end-to-end capability to quickly roll out IPTV to any connected device. The deal secures PerceptionTV's lead in tackling new global business opportunities, including Iran, a vibrant country eager to move into the multiscreen market.

The Perception platform delivers that high quality multiscreen TV entertainment combining live TV, catch up services, video on demand and a cloud-based personal video recorder, through one intuitive programme guide to offer the most flexible and effective internet television service available today.

Baran Telecom announced the launch of the AIO trial service on the 1st February, hoping to secure 500,000 viewers during the current Iranian year, with a forecast of three million viewers over the longer term. With 20 linear channels already live they are also working closely with content providers to secure 1,000 titles of audio and visual on demand content by 19th March 2017 – ranging from local Persian news to globally recognised films. The Perception platform will be available via set top box, smart TVs, tablets, laptops and smartphones.

Baran Telecom is one of five licence holders, issued by the government and AIO is one of the first IPTV platforms to be launched in Iran. The deregulation of TV has allowed Perception to enter a rapidly developing market that is eager to roll out additional services on the platform such as educational courses, TV banking and online gaming in years to come.



John Mills, CEO of PerceptionTV Ltd comments: “With 74 million citizens and a developing hunger for technology and television, Iran is a critical new market for the Perception platform. The deal with Baran Telecom demonstrates how the Perception platform can be deployed quickly and simply to enable new television services to any connected device. We are committed to leading the way in opening up new IPTV markets across the globe”

Kaivan Jamehbozorg, CEO of Baran Telecom Co. comments: “The quality, flexibility and speed of the IPTV platform was extremely important to us. Following evaluation, Perception proved to be the best in class technology to introduce varied television content to Iran”

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Notes for editors

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About PerceptionTV Ltd.

PerceptionTV Ltd was founded as a software licensing and platform services company responsible for the global development and distribution of the Perception™ multi-screen IPTV / OTT platform.

PerceptionTV is responsible for the global sales & marketing of Perception™, a complete, fully scalable and rapidly deployable platform, operational since 2006.

Perception™ combines live TV, catch-up TV, video on demand and network PVR into a single user interface across multiple screens.

Headquartered in London, PerceptionTV also has offices in Slovenia, UAE and Brazil.

For more information please visit www.perception.tv

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About Baran Telecom Co.

Baran Telecom was founded in 2015 by Arya Hamrah and Fanap to establish a new and dynamic telecommunications business fit for the rapidly changing Iranian market.

Since its launch, Baran Telecom has successfully established itself as a market leader becoming one of 5 companies who have been granted an IRIB IPTV/OTT license, forming a consortium with other authoritative Iranian companies to deliver the expertise and resources required.

Baran Telecom provides a combination of the most advanced solutions, including live streaming, VOD, AOD and other value-added services such as distance learning, health, entertainment, e-Commerce and banking. These ubiquitous services are delivered via fixed and mobile telecommunications networks to Persians all over the world.

For more information please visit www.barantelecom.ir

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