

# Press release

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## **Perception, The TV CDN, Cashes In... integrating its multiscreen TV and in-built CDN functionality with its latest customer registration and billing module**

- Perception releases its first stage registration and billing module
- Targeting customers who want access to branded TV with registration and billing pre-integrated
- Ideal for the “Perception as a Service” customers

London 1<sup>st</sup> May 2018 – Perception, **The TV CDN** today announced its latest development module designed to offer users a web based customer registration and billing environment that has been pre-integrated into the Perception platform.

This latest development provides benefit to two key market sectors Perception is targeting.

- The first being its PaaS clients who may not have either the expertise or the time to provide integrated customer registration and billing services for TV PPV and / or subscription payments.
- The second provides a more complete platform for DTC client installations globally as payment can be transacted anywhere.

Perceptions fully integrated platform offers clients a full multiscreen software suite with CDN functionality and its advanced live TV features such as “instant rewind from live” still wowing those used to a more static delivery of live TV.

John Mills, Perceptions CEO said, we are really excited about our registration and billing module addition as it expands our potential market enormously. Its not technically exciting but still a key component when targeting those who want a branded TV service but don't want the cost of the hardware, they just want a service.

This module enables a client to upload their content, release our branded app, market the service and collect the cash, with no build requirements.

### **Notes for editors**

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**About Perception (TV CDN) Ltd.**

Perception TV CDN was founded as a software licensing and platform services company responsible for the global development and distribution of the Perception™, the TV CDN.

The firm is responsible for the global sales & marketing of Perception™, a multiscreen platform with advanced and unique live TV features, on-demand functionality delivered as it should with integrated network PVR. All delivered over Perception's advanced TV CDN with built in customer registration and billing.

Headquartered in London, Perception also has development and support offices in Slovenia and sales representation in the USA, UAE, Africa, Spain and Brazil.

For more information please visit [www.perception.tv](http://www.perception.tv)

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