



**Mirifice**<sup>™</sup>  
Broadcast Technologies

## Press Release

### Mirifice brings quality control to OTT Spanish IPTV service

25 October 2010

---

#### Europa Network monitoring OTT service with MiriMON

London, UK, October 25, 2010 - The latest operator to launch an IPTV service in Spain, Europa Network, has selected the MiriMON solution from Mirifice to ensure the success of its TV service.

MiriMON is an industry-leading monitoring solution, which enables Europa to ensure the delivery quality of its over-the-top (OTT) services, an essential element in the success of their overall proposition.

Europa delivers TV over broadband for customers across Spain as part of its innovative triple play service, focused on the British expatriate community. The Europa service is delivered via Amino set-top boxes. Amino was selected due to its expertise in both IPTV and OTT, as well as, crucially, its out-of-the-box support for MiriMON monitoring.

As these ex-pat customers are used to high quality TV services in the UK, it is essential that Europa offers a service that matches their quality expectations. If customers are unhappy with their TV service, then they are more likely to churn, and potentially look to other providers for their broadband and telephony.

Traditionally, TV operators have relied on customer complaints as a metric for how well they are delivering service – an entirely reactive approach. MiriMON gives Europa visibility of service delivery into every customer home, so that they can measure how their service is performing and identify where the issues are. MiriMON also offers real-time alerts to service problems, ensuring that Europa can proactively respond to and fix issues, often before they receive a single customer call.

Alan Dobinson, MD of Europa, commented: “MiriMON was a must-have if we were to achieve our business goals. It has provided us with the intelligence to decide when and where to invest in our platform to have maximum impact on service delivery to our customers, and to be able to see the impact of this investment in real-time. We were so convinced by the business advantage offered by MiriMON, that it influenced our choice of set-top box platform – we made MiriMON support a pre-requisite for our set-top box.”

Andrew Barker, CEO of Mirifice added: “With MiriMON they are able to monitor the service delivery right at the end-user point, and can quickly highlight and address any problems along the way. For a new operator in an increasingly crowded marketplace, service quality is essential to the success of their offering.”

**Media contacts:**

Julia Ruane Stetson PR T: +44 7714 331991 E: [JR@StetsonPR.com](mailto:JR@StetsonPR.com)

Andy Scott Mirifice T: +44 1225 460126 E: [andy.scott@mirifice.com](mailto:andy.scott@mirifice.com)

**About Mirifice Ltd**

Mirifice helps TV network operators and consumer device manufacturers to provide better quality services and products to their customers. MiriATE, a powerful system for testing set-top boxes and the Digital TV services accessed through them, reduces time-to-market and ensures that the consumer receives a high-quality product. MiriMON, the award-winning system for real-time monitoring of interactive TV, gives operators a live view of the customer experience they deliver. MiriMON alerts the operator to service delivery problems and provides root-cause analysis to support fault resolution. Our customers include ADB, Amino, Austar, BT, Comstar Direct, DTG, Miniweb, Pace, Sony, Telenor, and Top-Up TV.

For more information, visit <http://www.mirifice.com>

**About Europa Network**

Based on the Costa Blanca, Europa Network is the largest fixed line Telecoms company for the expatriate community in Spain and one of the largest Wireless (WiMax) providers using the Motorola Canopy solution. Incorporated in 2002, we are fully regulated by the CMT (Comisión del Mercado de las Telecomunicaciones)

For more information visit <http://www.europa-network.com>

-- ends --