

# GROWTH & INNOVATION FORUM 2019



mirada 



## **JOSÉ LUIS VÁZQUEZ** **CEO Mirada**

Founder and CEO – established  
the Company in 2000

MSc. in Advanced Telecommunications  
Engineering (1999) and MBA from  
IESE Business School (2002)

Chairman of Spanish Association  
of Interactive TV since 2009

# COMPANY OVERVIEW

A **leading provider** of software to TV operators worldwide

**Almost 20 years** of experience: bespoke to product-focused

Served **over 50 clients** in Pay TV

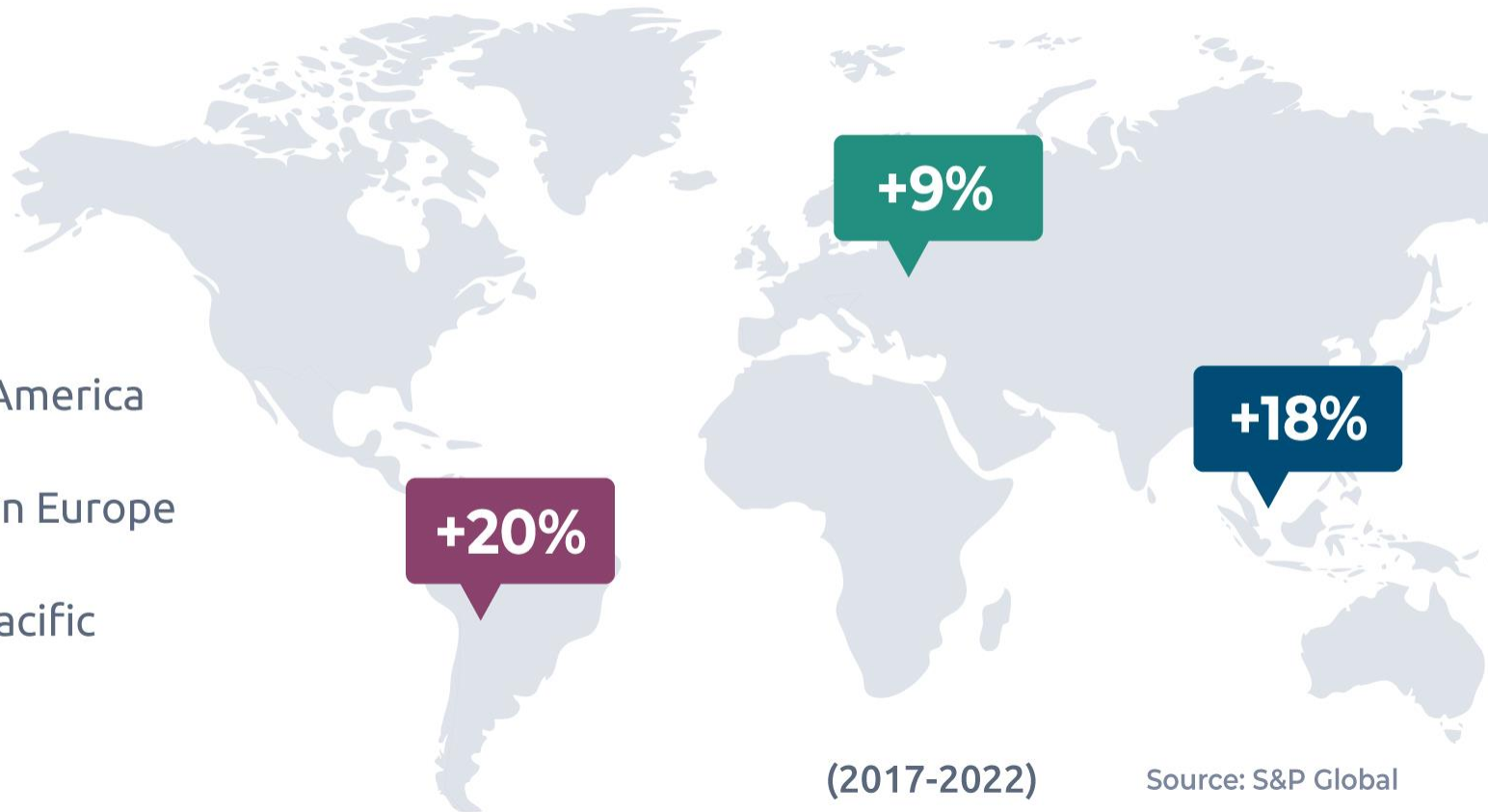


**WHY INVEST**

# **OUR MARKET**

# OUR MARKET

- Latin America
- Eastern Europe
- Asia Pacific



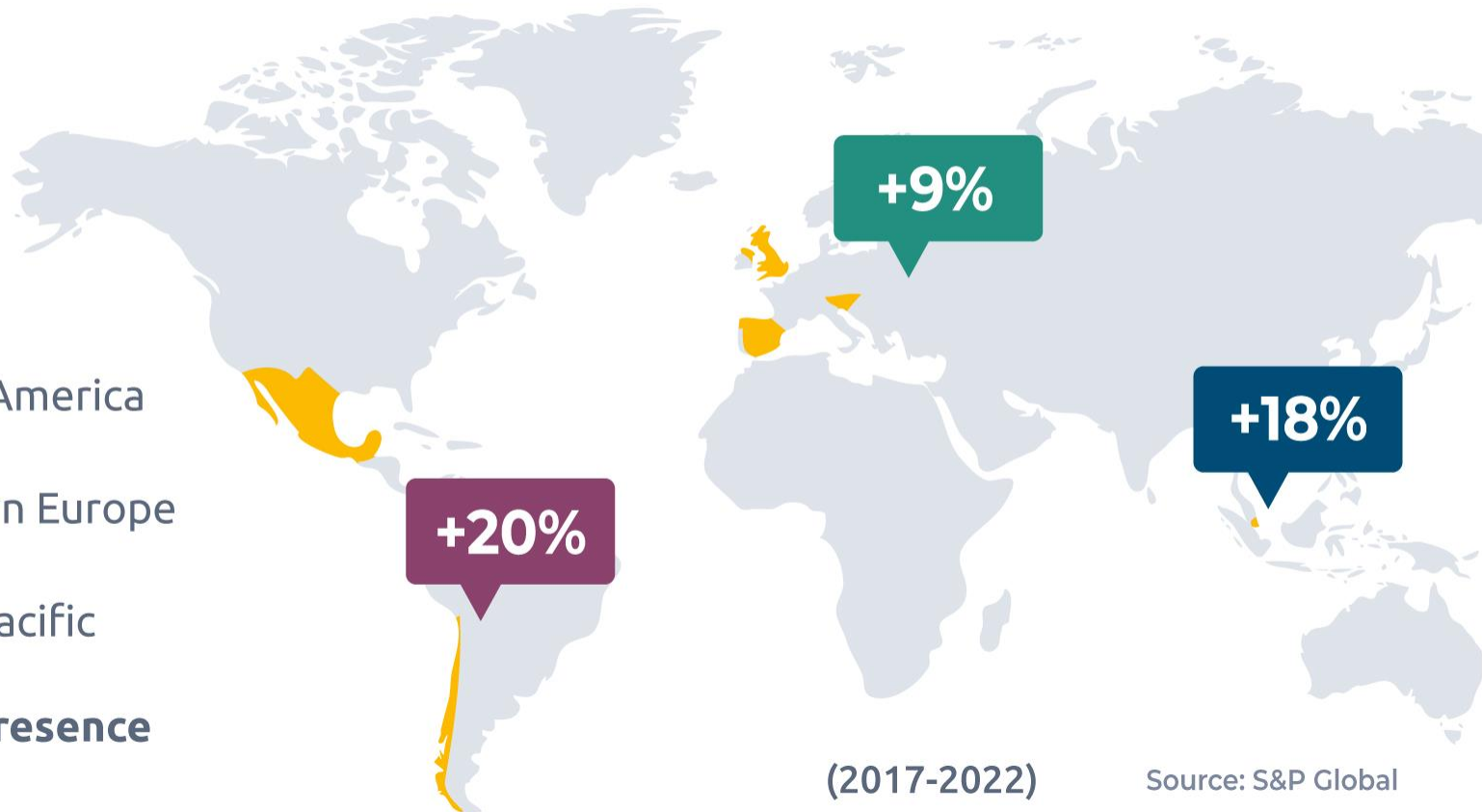
(2017-2022)

Source: S&P Global



# OUR PRESENCE

- Latin America
- Eastern Europe
- Asia Pacific
- Our presence**



(2017-2022)

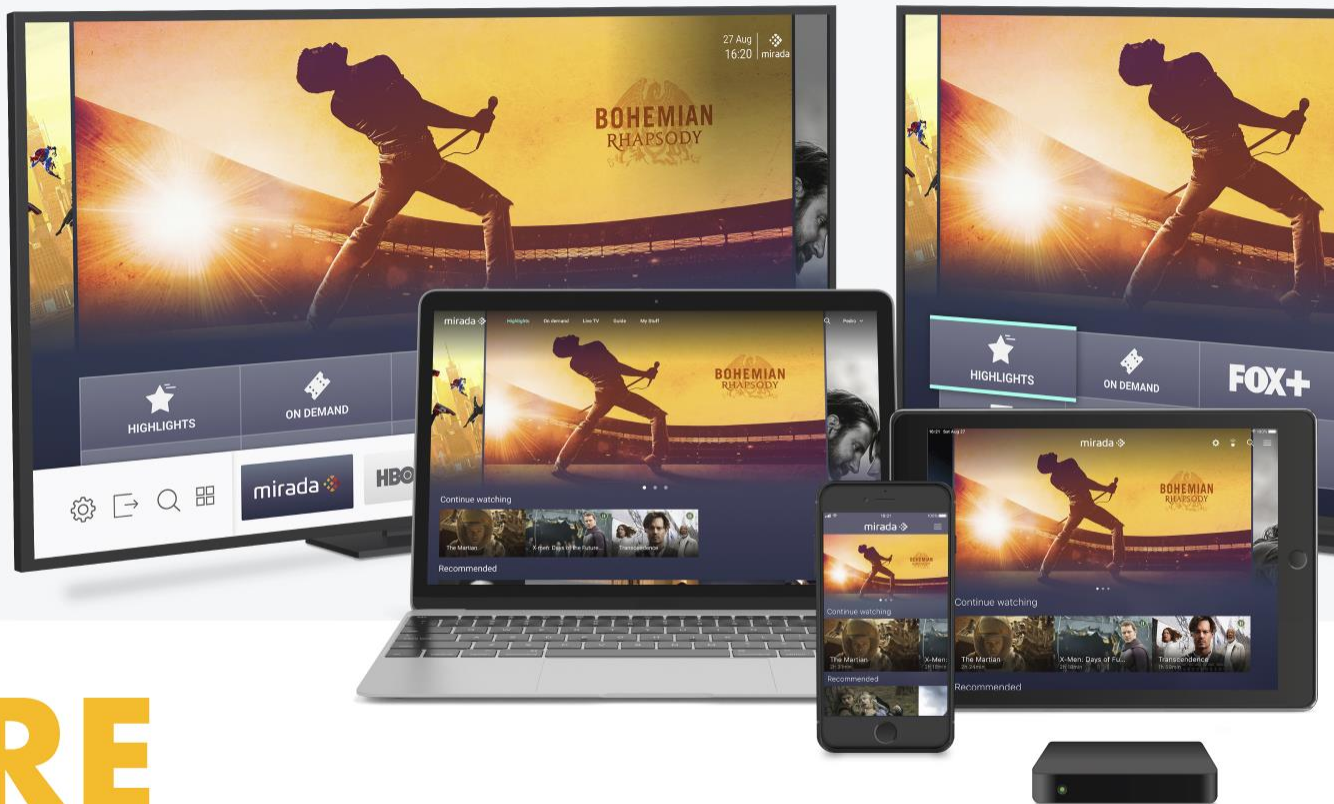
Source: S&P Global

**WHY INVEST**

# **OUR PRODUCTS**

Empowers operators with the ultimate viewing experience on all devices.

# IRIS INSPIRE





Provides content  
seamlessly to subscribers  
anytime, anywhere.

# OTT PLATFORM



Our powerful data  
intelligence platform  
for operator insights.

# LOGIQ



A whole world for  
young viewers to enjoy  
their favourite content.

# MIRADA KIDS





**WHY INVEST**

**OUR  
EXPERIENCE**

# OUR CLIENTS



cablecom



Jazztel



rtve

DIGITAL+



# REFERENCES



“The most beautiful,  
smooth and user-friendly  
TV interface I have  
ever interacted with”



**Carlos Soares**  
Project Manager

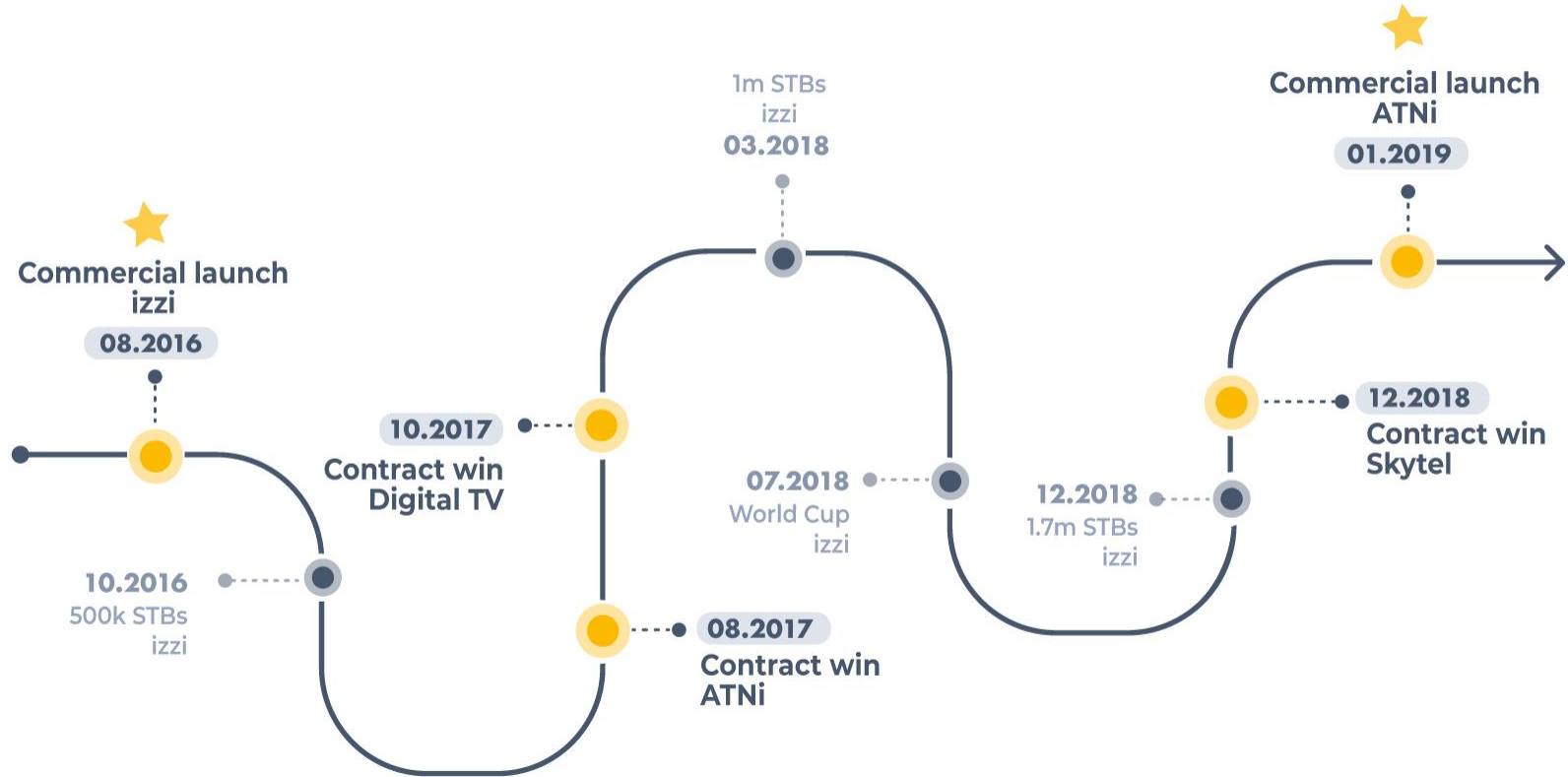


“The technology  
that powers izzi’s  
multiscreen platform  
is the most advanced  
in the entire region”



**Guillermo Salcedo**  
VP Marketing

# RECENT JOURNEY



**WHY INVEST**

**OUR  
BUSINESS  
MODEL**



Mirada designs & develops  
multiscreen solution



TV Operator chooses  
**CAPEX model**

- ✓ Higher set-up fees
- ✓ One-off subscriber licence fees



TV Operator chooses  
**OPEX model**

- ✓ Lower set-up fees
- ✓ Recurring monthly subscriber fees



Mirada manages deployment  
support and maintenance



TV Operator requests  
additional features



**WHY INVEST**

**OUR  
SALES  
ACTIVITIES**

Google

NETFLIX

indra

  
CISCO™

 Microsoft

 HUAWEI







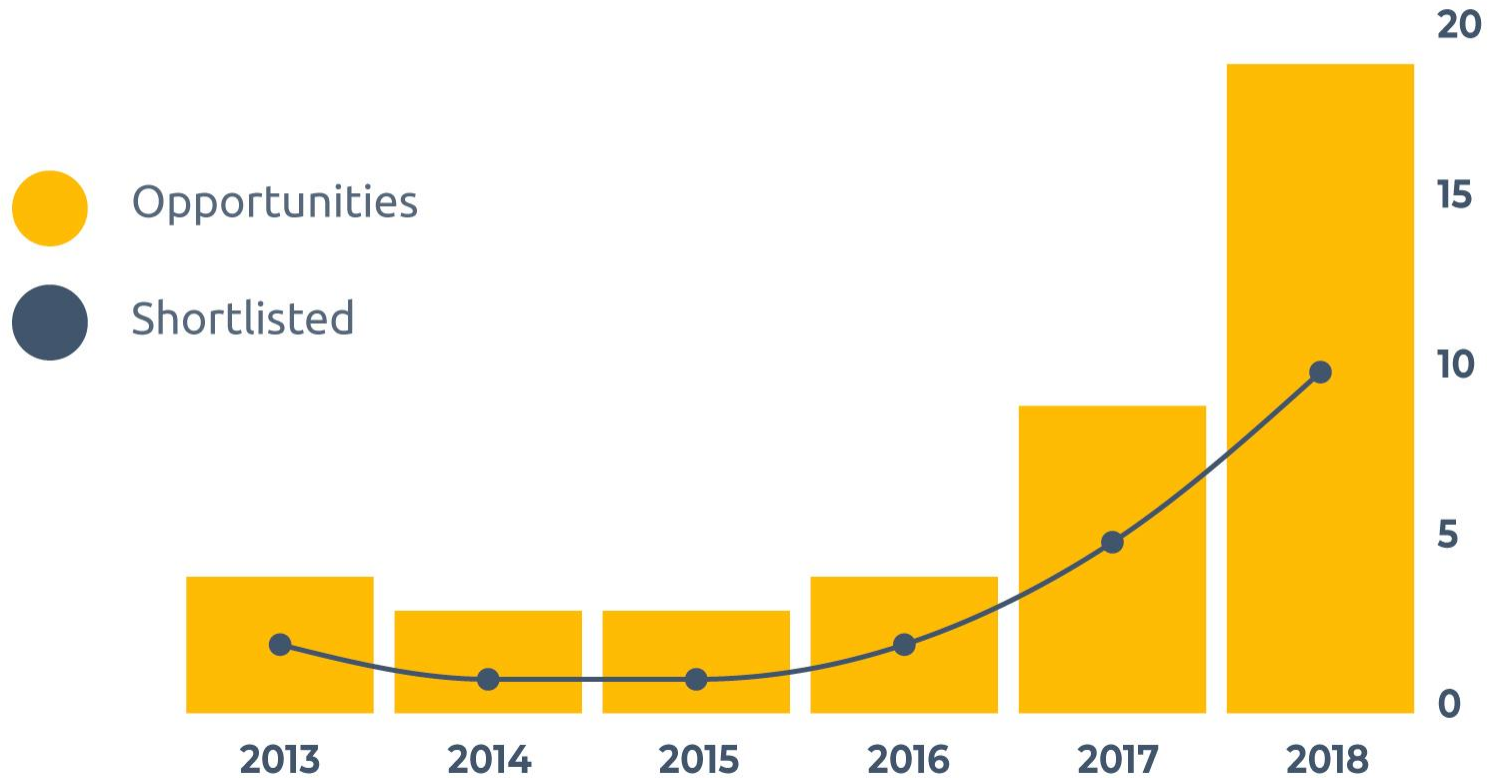
**NABSHOW**  
*Where Content Comes to Life*



**BroadcastAsia**



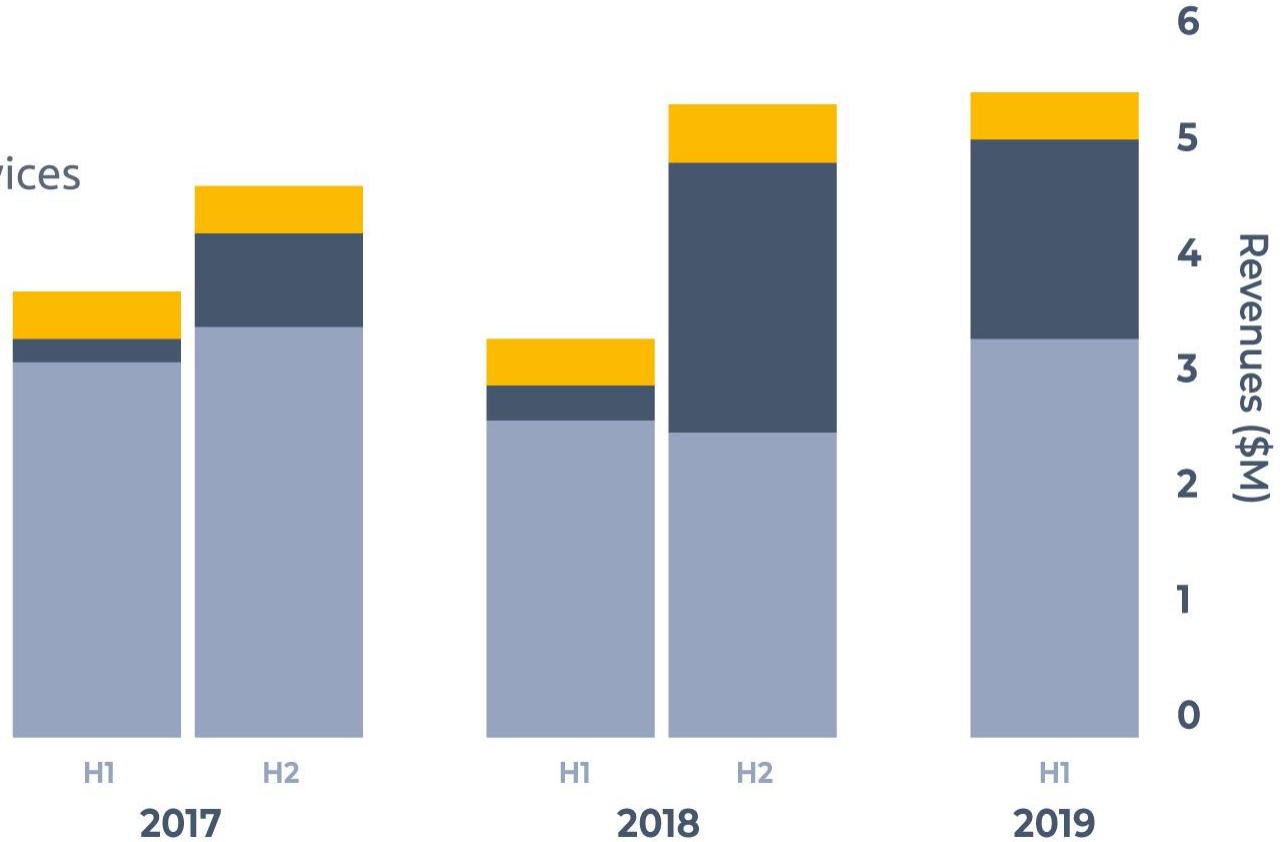
# OUR PIPELINE OF OPPORTUNITIES



# FINANCIAL GROWTH

# REVENUE GROWTH

- Professional Services
- Licences
- Other



# SUMMARY

**Growth**  
company in a  
growth market

Proven  
technology with  
**effective sales**

**Large clients**  
and references  
in the market

**FOR MORE INFORMATION**  
**VISIT MIRADA AT STAND 26**



# THANK YOU

