

mgMEDIA, side by side with TotoTV to settle in Mexico

TotoTV, a company specialized in introducing new entertainment solutions into the Mexican market, will use mgMEDIA's Open4Content platform

Thanks to this agreement, leading companies of digital distribution industry located in Mexico will be able to offer an unprecedented multi-device entertainment supply

Madrid / Mexico D.F. May 2011. TotoTV, a company focused on bringing digital entertainment solutions closer to Mexico (such as IP video players, DVR recorders or LCD HDTV screens), has gone ahead of Smart TVs by making an agreement with mgMEDIA for the diffusion of its Open4Content multi-device platform. This innovative technology allows the horizontal and multi-device distribution of digital contents in four screens: Smart TVs, Smartphones and computers.

Not long ago we heard the news that Samsung's Smart TVs were just about to reach Mexico. The number of Smart TVs that will be sent is smaller than the amount sent to the USA (the figure given by an executive of Mexican Samsung was that 80% of televisions made are sent to the USA, 10% to Mexico and the other 10% to the rest of Latin America), but its usage is expected to evolve in a very similar way in the rest of the continent, and TotoTV and mgMEDIA are willing to be an active part in this change.

With this agreement, mgMEDIA is taking a step forward in the Latin American market. mgMEDIA already has clients in Spain, Italy, Portugal and the USA, and offices in Spain and the USA. They recently announced that Altran will use its technology throughout Europe. The agreement with TotoTV is an important breakthrough in a very important internationalization process.

"This leap into the Latin American market was one of our strategic priorities of this year in the concern of competing for the global market, and we are very satisfied about taking our first steps with TotoTV, sharing a great interest in innovation as an element to boost emerging markets," explained mgMEDIA CEO, Jeronimo Macanas. "It is of key importance for the Mexican digital market that the companies interested in digital distribution should have the chance to use the most powerful multi-device platform, and mgMEDIA can give them the technological response, the experience, the global view and the quality they need to compete with guarantees of success," he concluded.

"In TotoTV we have always worked to develop products and services with the highest international standards. Open4Content is both a solid and flexible solution, perfect for companies that seek to make an incursion in the business of digital distribution with a reliable and powerful platform," said CBDO of Toto TV, Victor Rodriguez. "The Mexican market is still at its initial stage in the digital industry. The popularity of entertainment online is increasing and the bandwidth has ceased to be an obstacle for enjoying high quality video digital content. We are pleased to offer our clients and local companies a complete Open4Content solution, enriched by our entertainment solutions experience and our understanding of the Mexican market".