

## HiQ SIGNS A NEW FRAMEWORK AGREEMENT WITH SVT

**HiQ signs a framework agreement with Sveriges Television (SVT), concerning development of the Swedish public service broadcaster's digital services. The agreement, which also includes Utbildningsradion, is signed for two years with an option to extend for an additional two.**

“These are two exciting clients to work with and we at HiQ are proud to have their continued confidence. We are happy to now deepen our collaboration also in the field of development,” says Poja Daroui, client manager at HiQ in Stockholm.

The framework agreement covers services within e.g. systems development (both front-end and back-end), app development, testing and process management. Since before, HiQ also has assignments for SVT and Utbildningsradion within UX, concept development and project management.

“In today's enormous variety of choices, there is strong demand for interesting content delivered via user-friendly digital platforms. It has to be simple for the users. These challenges are well in line with HiQ's offer, as we master the entire chain of technology, people, and business,” says Magnus Gudéhn, Managing Director at HiQ in Stockholm.

Media, gaming, and entertainment is an important market segment for HiQ. For example, HiQ works with several leading brands and streaming services within movies, TV, and music – both in the Nordic region and abroad.

“This segment has changed rapidly in pace with digitalisation. Today, we decide for ourselves where, when and how we want to watch TV, gamble or follow the news. It's more fun and simple for us as consumers and it also creates both possibilities and challenges for the players in the market. At HiQ, we have vast experience from helping our clients to tackle these opportunities and challenges,” Lars Stugemo, President and CEO of HiQ, concludes.

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