

## HiQ SIGNS FRAMEWORK AGREEMENT WITH VIAPLAY

**HiQ has signed a framework agreement with Viaplay concerning development of digital solutions. The agreement can also be utilised by other companies within the Modern Times Group (MTG AB) and covers consultancy services and projects within areas such as systems development, design, UX, web analytics, and testing.**

“We are happy and proud of the continued trust, Viaplay is an exciting client to work with. During years of collaboration we have followed the Modern Times Group’s digital transformation up close – we now look forward to contribute to further development of the appreciated services,” says Poja Daroui, client manager at HiQ.

“This industry meets high demands and expectations from its audience. The content needs to be top quality and be delivered via user-friendly digital platforms – it has to be simple for me as a user. We at HiQ can help to achieve this, by combining our profound technical know-how with areas such as interaction design and communication,” says Magnus Gudéhn, Managing Director at HiQ in Stockholm.

Media, gaming & entertainment is an important market segment for HiQ. The company works with many leading brands within the streaming of 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 simpler and more fun for us as people and creates both possibilities and challenges for the players in the market. We at HiQ have vast experience in helping our clients to tackle this development,” says Lars Stugemo, President and CEO at HiQ.

*Viaplay is the Nordic’s leading online video service for TV, sport, film and kids content. Viaplay offers entire seasons of series, the best selection of major films, and the live broadcast of world-class sports events such as the Premier League, UEFA Champions League, NHL, and Formula 1. Viaplay is accessible on computers, iOS and Android devices, Smart TVs, Viasat Set-Top-Boxes, Xbox 360, Xbox One, PlayStation®3 and PlayStation®4. Viaplay AB is part of Modern Times Group (MTG AB), which is an international entertainment broadcasting group with operations that span over six continents and include TV-channels, content production and distribution, online services, radio channels, multi channel networks (MCN), and eSports. To read more, visit [www.viaplay.com](http://www.viaplay.com)*

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*HiQ helps to make the world a better place by making people’s lives simpler and better through technology and communication. We are the perfect partner for everyone eager to achieve results that make a difference in a digital world. Founded in 1995, HiQ has 1,500 specialists in four countries and is listed on the Nasdaq Stockholm Mid Cap list. For more information and inspiration, please visit [www.hiq.se](http://www.hiq.se)*