



## GO Malta transforms TV with Edgewise technology

*Malta's biggest quad play provider deploys key Edgewise solutions to provide customers with a multi-screen service*

**Stockholm, Sweden – August 13, 2019** – Edgewise has today announced that [GO](#), Malta's leading communications services company and first quad play provider, is extending its partnership with Edgewise to help it shape the future of TV in the country. The company deployed a new solution that includes Edgewise's CDN and Origin platforms, enabling it to deliver multi-screen services and provide viewers with a fully mobile and flexible TV-experience.

With terrestrial and cable TV continuing to face fierce competition, GO is preparing to make the leap and offer its subscribers a multi-screen service that provides the personalized and high-quality viewing experience they now demand.

The use of Edgewise's CDN and glitch-free origin solutions enables GO to unlock the value of its live and VoD assets. GO now has access to the latest distribution technologies and more capabilities – such as ad insertion and subtitling technology – across more formats, allowing it to evolve its TV services with greater interactivity and mobility.

“To effectively build our offering, we rely on high quality solutions that can cope with up to 100,000 simultaneous streams. No other hardware servers could deliver the reliability we asked for and Edgewise has delivered on promise in every aspect,” said Chris Attard, Senior Manager of TV systems at GO. “Edgewise also presents an end-to-end solution, which means there's no need to go elsewhere. It's a one-stop shop with no risk and that's very important to us as we continue innovating TV.”

GO has been an Edgewise customer for many years, having deployed its IPTV solution in 2010 to provide customers with attractive features such as catch-up, rewind, record and pause live TV. This has helped GO build a loyal base of more than 100,000 pay-TV subscribers, with the extension of its partnership with Edgewise signalling the next stage in GO's journey to further innovate and expand its TV services.

Chris continued: “As a small and agile customer, we often push boundaries which sometimes present challenges. However, with Edgewise, we've always had a very open dialogue and their teams have always been spot on in the service they have provided. Edgewise has been a very important partner in our quest to create TV services that customers long for. Nine years of collaboration and a new ambitious project certainly proves that we're a happy customer.”

Johan Bolin, chief product and technology officer at Edgewise added: “GO has clearly demonstrated its commitment to constantly elevate its TV offering and provide services that its customers love. This has already been a long and fruitful partnership, and we're delighted to be able to continue supporting GO in its journey towards the next era of TV.”

To discover how Edgewise's CDN and origin solutions are helping its customers transform TV worldwide, visit Edgewise's booth at IBC2019 (14.F20) or book a one-to-one meeting with the team here: <https://www.edgewise.tv/news-events/ibc/>

### **About GO**

GO is Malta's leading communications services company. As the first quad play provider in Malta we provide mobile, fixed line, internet and TV services to more than 500,000 customers. We also provide unrivalled services to the Maltese business community, including Cloud Services, roaming hub services, data networking solutions, business IP services, and managed services.

We have achieved this by investing heavily in our fibre-powered infrastructure, being the first and only Maltese operator to have access to three submarine cables connecting the islands to the Web, and being the only Maltese operator with a fully integrated fixed/mobile network for a seamless experience.

### **About Edgewise**

Edgewise supplies operators and content providers with systems to deliver modern TV services over the Internet at a huge scale. Edgewise's unique technology provides an outstanding viewing experience that allows its customers to retain control of their content. Edgewise has more than 200 customers and is headquartered in Stockholm, Sweden, with staff across Europe, Asia and the Americas.

For more information, please visit [www.edgewise.tv](http://www.edgewise.tv)

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