

Qvest and AgileTV to Announce Joint Solution Offering at CABSAT 2025

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Dubai/CABSAT/ Bilbao, Spain, May 14, 2025 – Qvest, a global leader in media-focused services, and AgileTV, a provider of comprehensive television solutions, are announcing a new strategic partnership at CABSAT 2025. Together, the two companies will deliver a fully managed, modular, and scalable TV-as-a-Service (TVaaS) solution offering tailored to the needs of platform operators in the MENA region, including internet service providers and regional telecommunications companies.

The joint offering from Qvest and AgileTV enables operators in the MENA region to integrate a profitable TVaaS solution into their portfolio and deliver a consistent user experience without the need to maintain their own internal TV operations teams. It combines Qvest's deep expertise in media systems integration with AgileTV's established, cloud-based service platform. The solution delivers OTT and Pay-TV content through a single, unified interface that simplifies navigation and helps reduce subscriber churn. Its modular design ensures maximum flexibility and supports a wide range of technical environments – whether operated on local infrastructure, in the cloud, or in a hybrid setup. The solution is designed to make it significantly easier for regional operators to bring competitive TV offerings to the market, particularly for smaller and mid-sized providers.

"This strategic partnership brings together two complementary strengths: AgileTV's innovative platform and Qvest's extensive experience as a systems integrator and transformation partner," said Tobias Künkel, Managing Director at Qvest Engage, a subsidiary of Qvest focusing on OTT solutions and services. "Together, we are lowering the entry barrier for MENA operators to launch profitable TV services – especially for smaller and mid-sized providers. We're enabling them to engage audiences, reduce churn, and explore new revenue streams with minimal operational risk."

The partnership also introduces a revenue-sharing model that removes the need for upfront investment and supports sustainable business growth by increasing average revenue per user. Qvest will accompany the regional rollout with technical consulting, onboarding support and continuous service development.

“AgileTV is proud to be recognized as a leader in the TVaaS space, offering solutions that combine a comprehensive and innovative TV technology suite with our best-in-class Operational Excellence Model”, said Ruben Senor-Megias, Chief Sales Officer at AgileTV. “We are proud to announce our joint approach with Qvest, which is key to empowering small and mid-size operators to offer a fully flexible and profitable TV service in the MENA region”.

This announcement at CABSAT 2025 marks a key step forward in transforming how television services are delivered across the MENA region and opens the door to future-ready, rewarding, and accessible TV experiences for operators.