**PRESS RELEASE**

**OSN LAUNCHES REGION’S FASTEST CONTENT DISCOVERY PLATFORM, ‘*BOX OF WONDERS*’**

* *The ‘Box of Wonders’ advanced use of machine learning and AI technology helps to optimize the user experience*
* *The new ‘Box of Wonders’ is set to transform the region’s entertainment offering, promising easy content discovery in just 3 clicks to viewer’s favorite shows and a dedicated kids’ page*
* *Designed with MENA customer demands in mind, the new platform prioritizes safe kids viewing, rapid content discovery and enhanced control and accessibility*

**Dubai, United Arab Emirates, 4 January 2020:** [OSN](https://www.osn.com/en-ae/home), the region’s leading entertainment hub announced today the launch of an innovative new product, the ‘*Box of Wonders’*. Set to transform the region’s entertainment offering, the ‘*Box of Wonders’* will offer MENA customers the region’s fastest content discovery journey, promising easy content discovery in just 3 clicks. Using AI technology and Machine Learning to optimize the user experience, the ‘*Box of Wonders’* addresses the specific needs and wants of the MENA customer including safe viewing experiences for children, enhanced search functionality and rapid content discovery.

Having announced an exclusive strategic partnership to bring Disney+ Originals content to the region in April 2020, OSN’s long-term strategy is firmly focused on providing MENA families with the content they want to watch. The new ‘*Box of Wonders’,* will be offering the region’s first dedicated children’s page, promising a safe viewing experience where kids can browse without parental supervision. The page offers a range of premium kids’ content for ages 12 and below, giving parents total reassurance they can leave the little ones in front of the TV. The dedicated kid’s page was set up following extensive customer research, which identified safe viewing for kids as a top priority for customers.

“*The new “Box of Wonders” is the result of many months of careful planning and in-depth research into the consumer mind-set. Customer-centricity is at the heart of our business, and our team has been working closely with customers to prioritize key functionalities of the technology. Our research found that content discovery, family viewing and enhanced control were top of our customer’s lists,”* said Devrim Melek, Senior Vice President, Strategy, OSN.

*“The new user interface and new software has completely overhauled our previous offering, using Machine Learning and AI to provide customers with the best the region has to offer in entertainment technology. The new system is easy to use, for both kids and adults, with viewers able to land on their favourite show in just three clicks of a remote. No other regional offering provides this currently, demonstrating OSN’s commitment to delivering the very best in entertainment to our viewers,”* she added.

The revamped product offering, is available as part of the OSN Home subscription package and is the latest in a series of milestones for the entertainment hub following a new brand identity which launched earlier this year, the launch of the OSN streaming app and the strategic partnership with Disney+ Originals, all of which took place in April. Most recently, the brand announced a new dedicated umbrella, OSN Originals, for locally produced content such as Yalla Neta’asha and Aa’adet Regala Season 3.