

Mediaroom Evolution Program

Evolution Path for Mediaroom Customers

Introduction

In a rapidly-changing Pay TV market with increased competition from Multi-channel Distributors (MVPD) and OTT services, it is essential for Mediaroom customers to be able to rapidly adopt features that enhance the user experience, enable new monetizable services and attract new subscribers. All of this, while optimizing infrastructure and operational costs.

To enable these business outcomes, Mediakind is pleased to introduce the Mediaroom Evolution Program, a term based bundling solution that underscores our commitment to the Mediaroom operators, providing access to our latest Mediaroom capabilities and evolution path to mobile services at discounted prices, all in one bill.

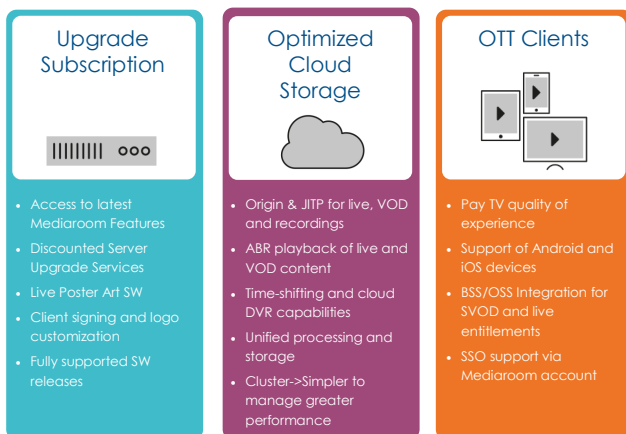
The Challenges

- Increasing content & network/CPE/operational costs
- Bypass by direct-to-consumer offerings and low-cost OTT players
- Need for an efficient and predictable CAPEX/OPEX structure
- Customer retention concerns
- Need for monetizable features
- Unclear TV evolution path

The Solution

- Extend profitable life of Mediaroom assets
- Access to discounted services and support bundle options
- Reduced TTM for differentiating features
- Support for mobile/unmanaged devices
- Flexible bundling pricing models
- Subscription, transaction and Ad-based monetization
- Evolution path towards cloud-based, multi-tenant, e2e

The **Mediaroom Evolution Program** combines cost-effective SW subscription and server upgrade services in a competitive bundled fee. Optional bundling options include multi-screen, cloud storage capabilities and product support. All aligned and part of a clear TV evolution path.



Core Component

Mediaroom Upgrade Subscription

The upgrade subscription offers a suite of cost-effective services designed to facilitate Mediaroom upgrades and reduce TTM of new Mediaroom client/server features:

- Server SW Upgrade: Customer-specific production environment upgrade path to reach and maintain latest SW. Includes HW upgrade planning and phasing.
- Live Poster Art: Right of use for live poster art SW. Design, Integration and test in production. SW Life Cycle mgmt. Is included throughout term.
- Client signing and logo customization: Available for client releases commercially deployed throughout term.

Optimized Cloud Storage

This component combines Mediaroom Backend and VSP Cloud Storage solution to bring services such as Unified VoD Backend, Time-Shift and Live/On-Demand playback. Offering a single optimized origin and cloud storage platform for all supported devices, this component enables further operational and infrastructure savings thanks to its optimized storage architecture and ABR delivery, as well as reduced CPE, truck roll and admin expenses.

OTT Clients

A cost effective approach to roll out a unified multiscreen experience. According to a recent TV and media report from MediaKind Consumer lab, approximately 70% of consumers watch videos on a smartphone, this is double the amount from 2012. The OTT Clients enable Mediaroom customers to upgrade their video delivery capabilities from the traditional STB to the mobile devices their subscribers love.

Optional Bundle Components

Additional CAPEX and OPEX savings are enabled by bundling one or more core program component with at least one of the following optional components:



Key 2018 Mediaroom Features

Here's a sample of Mediaroom features supported by this program within this upcoming year:



Flexible Payment Models

All program component bundles are made available in flex payment formats (A two+ year term is required) to maximize potential write offs and adequately size recurrent expenses:

- OPEX only —Quarterly payments
- CAPEX only — Yearly payments
- Hybrid CAPEX + OPEX — Yearly and quarterly payment combined