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 TIM 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.

**Optimized Cloud Storage**
This component combines Mediaroom Backend and VSPP 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:

**Core Component**

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

- Access to latest Mediaroom features
- Discounted Server Upgrade Services
- Live Poster Art SW
- Client signing and logo customization
- Fully supported SW releases

- Server SW Upgrade: Customer-specific production environment upgrade path to reach and maintain latest SW. Includes HW upgrade planning and phasing.
- Client signing and logo customization: Available for client releases commercially deployed throughout term.

**Upgrade Subscription**
- Access to latest Mediaroom features
- Discounted Server Upgrade Services
- Live Poster Art SW
- Client signing and logo customization
- Fully supported SW releases

**Optimized Cloud Storage**
- Origin & JIT for live, VoD and recordings
- ABR playback of live and VoD content
- Time-shifting and cloud DVR capabilities
- Unified processing and storage
- Cluster-Simpler to manage greater performance

**OTT Clients**
- Pay TV quality of experience
- Support of Android and iOS devices
- BSS/OSS Integration for SVOD and live entitlements
- SSO support via Mediaroom account

**Advantage Program**
- HW Refresh Program
- Mediaroom Back End Hosting

**Product Support**
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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