



BROADCASTER SOLUTIONS SAVE ME, YOUTUBE.

Want to build brand loyalty?
Carve a direct path to your customer.



OWN THE CUSTOMER EXPERIENCE

In today’s digital world, whoever has the best consumer relationships wins. Why? Because consumers value tailored experiences that put them in control. So give it to them. Create direct and personalized relationships your customers expect. And launch and monetize customized experiences.

EMPOWER AND CONNECT YOUR CUSTOMERS— ALL WITHIN A SINGLE SOLUTION

To succeed, broadcasters must focus on the customer experience like never before—supporting a myriad of monetization models and real time interactions with customers across all channels and services. The key is going direct-to-consumer at lightning speed with the flexibility to swiftly add and modify service offerings. **Ascendon** is a SaaS, cloud-based platform that enables broadcasters to:

- Deliver an unmatched customer experience that establishes and extends brand identity
- Support multiple content consumption models, whether it be live, SVOD, TVOD and more
- Provide digital services across all channels, devices and service types

Ascendon radically reduces operational costs associated with launching new digital services and entering new digital markets. Blend on demand and live linear worlds driving a holistic and extended customer experience!

Our modular solution lets broadcasters not just keep up with, but set the pace of change on Day 1.

FORBES

TODAY TV IS UNDERGOING A NEW TRANSFORMATION. POWERED BY BROADBAND INTERNET, THE INDUSTRY IS NOW ABLE TO BYPASS CABLE OPERATORS ALTOGETHER AND SELL DIRECT TO THE CONSUMER THROUGH OTT (OVER THE TOP) PACKAGES.

DESIGNED TO BE AGILE IN AN EVER-CHANGING MARKETPLACE

Create a lasting and loyal relationship with your customers:

- **Track and enhance** each and every customer relationship with a front-office system of engagement
- Enable consumers to **effortlessly manage** Identity, Digital Lockers and eWallets across any device
- Present **personalized service offerings** based on history, habits and preferences
- Leverage an **evolved customer model** that delivers more insights into consumer behaviors through a single federated identity

DESIGNED TO MEET THE SPECIFIC NEEDS OF BROADCASTERS

Ascendon adapts to service offerings currently provided, those planned for the future and whatever you think of next:

- **Supports all services.** On demand, EST, SVOD, TVOD? We have you covered. Give consumers the entertainment experience they want and deliver it across their devices of choice
- **Amps up live events.** Provide live streaming and programming to loyal fans—and do it profitably, seamlessly and with uncompromised quality

- **Extends live linear content.** Give consumers the power of where, when and how they watch digital video content by extending linear programming to support multiple devices across all platforms
- **Optimizes the user experience** with powerful storefronts and apps that play to the strengths of each and every format, display type and operating system
- **Supports multiple devices.** Owning and using more than one device is the norm. Ascendon makes it easy to provide multi-device management (a vital ingredient to creating and delivering content in the digital world) and tailor content based on device

BROADCASTERS, WE'RE READY. ARE YOU?

ASCENDON POWERS BUSINESS MODELS SO YOU CAN SUPPORT ANY DIGITAL SERVICE YOU DREAM UP—AND DELIVER IN A WAY THAT PUTS THE CUSTOMER FIRST. SO GO AHEAD. FOCUS ON WHAT'S IMPORTANT. ASCENDON ENSURES YOUR BUSINESS IS READY FOR TODAY—AND WHATEVER COMES NEXT.