



INTERNET TV SOLUTIONS

CAPTURE THE INTERNET TV MARKET AND KEEP IT

ASCENDON

IF YOU BUILD IT, WILL THEY COME?

Maybe you'll get some customers but will they stick around? To thrive in the Internet TV market, providers (whether traditional operators, content creators, pure play OTT entrants, mobile operators or whomever) must offer more than just technology or a journey...they must provide a complete experience.

An agile, dynamic experience that not only delivers all the 'must have' features and functionality customers crave, but the ability to understand consumers at a truly individual level to personalize the spectrum of content, enable customization and individualized levels of interaction that keeps customers engaged and keeps them loyal.

Easier said than done? Nope! It's pretty simple, actually.

LAUNCH INTERNET TV SERVICES IN 90 DAYS OR LESS

It's critical digital service providers offer the right mix of content (live and on demand), when and where a customer chooses to view and across whatever device they have at hand. This means constructing a consolidated, seamless, one-stop-shop subscriber experience for search, content management and billing across each personalized bundle.

Multi-profile apps paired with our **Ascendon** SaaS, cloud-based platform bridges existing technologies (traditional and IP) for:

- **A wide range of Internet TV services**, including Electronic Sell Through, Transactional VOD and Subscription VOD as well as live linear, extended live linear and live events
- **Giving customers access to content beyond their subscription**—making it easy to search, find, buy, rent or subscribe to the content they seek
- **Supporting most any monetization scheme**, including monthly bill, credit card, coupon redemption, device in-app purchasing, mobile payments, loyalty programs and beyond

And because **Ascendon** is SaaS, cloud-based, providers eliminate the cost of building and maintaining in-house, keeping current across device platforms (and the headaches that go with), while most importantly being able to shift efforts and budget to what matters most... your customers.



DESIGNED FOR THE INTERNET TV CONSUMER

Content alone, does not a loyal customer make. Lack of an exceptional consumer experience can make the difference between building a long lasting customer relationship or losing it all together. **Ascendon** delivers everything needed to differentiate (and monetize) Internet TV offerings, attract and build a loyal fan base, in addition to keeping the one you already have for optimal monetization opportunities:

- **Advertiser-supported**, transaction-based or subscription models—you choose!
- **Bundle movies and other Internet TV service offerings** based on consumer preferences and usage history
- **Slice and dice** service offerings any way possible by defining and selling content titles independent of subscriptions...and across device ecosystems
- **Audience measurement tools** and integrated **recommendation engine** for intelligent merchandising approaches rooted in consumer behavior insights to increase sell-through rates on offers, upsells and special deals
- **Robust content catalog** to manage and maintain inventory for easy access, search and purchase capabilities

IT'S WHAT'S BEHIND THE SCREEN THAT COUNTS

We understand speed-to-market is critical, but having a platform that can do what you need today and whatever the future brings is essential to your monetization strategy. **Ascendon** integrates with third-party content delivery networks to provide massive scale of live event distribution across a wide geography. Comprehensive partner management and settlement capabilities, order management for

simplifying complex ordering of traditional service and convergent billing enables any business model.

And it might not seem like a big deal, but how consumers access and pay for that content matters...a lot.

- A federated identity, digital locker and eWallet work in concert across customer devices, delivering a simplified experience that makes finding and acquiring the rights to content effortless
- Impulse buys, subscription management, contextual notifications at just the right time give the ultimate flexibility all without having to ever wait on hold or talk to a person
- How customers access self-care is equally important. Put customers in control to manage their relationship from the palm of their hand
- The ability for customers to manage their services on their terms not only strengthens loyalty but eliminates the costs, time and effort of sustaining call centers

While behind the scenes, **Ascendon** helps put the most relevant content in front of consumers at just the right time and at the right price. Plus, rate and settle the highly complex revenue share models that exist between the service providers and partners.

CISCO

BY 2019, ONLINE VIDEO WILL BE RESPONSIBLE FOR FOUR-FIFTHS OF GLOBAL INTERNET TRAFFIC.



JUST FOR NETWORK OPERATORS

Launching new services used to require a massive overhaul of IT infrastructure. **Ascendon** gives operators the power to offer new digital services right now, while moving purposefully toward modernizing front- and back-office systems at their own pace. **Only Ascendon can do that!** Plus, get the tools necessary to integrate traditional and digital services for program success.

→ **Bridge traditional services** (cable packages and/or channels) and delivery models with a multi-platform, unified TV experience consistent across each UI platform

- **Subscription management** supports trial-to-buy subscription economy
- **Back-office tool** manages live linear channels, programs/airings, blackouts and contractual agreements for content titles across device ecosystems
- For **Cable and Satellite**—boxless offerings focused on skinny bundles and millennial packages
- For **Telcos**—ability to replace proprietary IPTV solutions with open Internet TV solutions



WE'RE READY. ARE YOU?

ASCENDON ENABLES YOU TO QUICKLY, CONFIDENTLY AND COST-EFFECTIVELY ENTER THE INTERNET TV MARKET AND SCALE YOUR SUCCESS WITHIN AN OFTEN COMPLEX DIGITAL CONTENT ECOSYSTEM. ONLY ASCENDON OFFERS THIS! OUR SAAS-BASED DELIVERY MODEL ENSURES A LOWER OVERALL COST STRUCTURE, WHILE THE REGULAR CADENCE OF ENHANCEMENTS GUARANTEES YOU CONTINUE YOUR LEADERSHIP POSITION TO STAY COMPETITIVE—ALWAYS.

SO GO AHEAD. LET YOUR INTERNET TV PROGRAM IMAGINATION RUN WILD. WITH ASCENDON YOUR INTERNET TV BUSINESS IS READY FOR TODAY—AND WHATEVER COMES NEXT.

ABOUT CSG

For more than 35 years, CSG has simplified the complexity of business, delivering innovative customer engagement solutions that help companies acquire, monetize, engage and retain customers. Operating across more than 120 countries worldwide, CSG manages billions of critical customer interactions annually, and its award-winning suite of software and services allow companies across dozens of industries to tackle their biggest business challenges and thrive in an ever-changing marketplace. CSG is the trusted partner for driving digital innovation for hundreds of leading global brands, including AT&T, Charter Communications, Comcast, DISH, Eastlink, Formula One, iflix, Maximus, MTN and Telstra. To learn more, visit our website at csgi.com and connect with us on [LinkedIn](#), [Twitter](#) and [Facebook](#).