

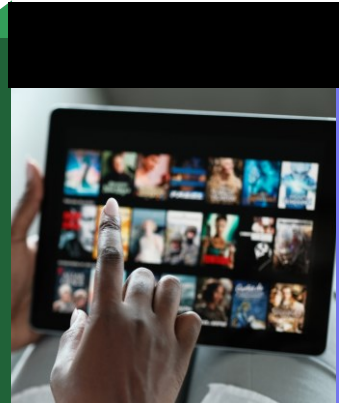


Grow broadband subscribers and reduce churn by enhancing your customers' streaming experience

87% of customers want support from their internet provider in selecting video services.*

87%

Simplify, Enhance & Monetize your Customers' Streaming Experience



Keep Former Pay-TV Subs, Add-Value for All Subs

Provide customers with personalized streaming bundle suggestions with the co-branded **Find My Bundle** tool. Help them find the most economical mix of services (including yours!) to get the content they want. Reps can use the CSR Tool or customers can access the tool through your website. Whether they are cord-cutters, cord-nevers or app stackers, your customers will thank you for helping them save money and making streaming easier.

Monetize Your Customers' Streaming

The co-branded **Marketplace** simplifies the discovery content that matches your customers interests, then helps them sign-up for the apps to watch it. Plus, when your customers subscribe to streaming apps through the Marketplace, you get a cut through a commission revenue share. Special MyBundle.TV deals may be available to satisfy your customers even more.

Upsell High Speed Internet

Maximize EBITA and drive take rates for higher speeds to deliver streaming, which is easier than ever with co-branded MyBundle.TV tools and upgrades bundled with Streaming Rewards.

Bundle Streaming with Broadband

MyBundle.TV **Streaming Rewards** facilitates subscriber acquisition promotions. Streaming Rewards are redeemed in the co-branded Marketplace towards monthly streaming subscription costs. These ongoing rewards drive longer sub life and engagement. Targeted content promotion and bundling opportunities, and integration with your website and CSR tools improve conversion and engagement.

Drive Engagement and Reduce Churn

Targeted content promotion through personalized cross-platform TV show and movie **recommendations** based on their apps and subscriptions, **trends**, and **social sharing** drive discovery and engagement leading to increased customer lifetime value.

Increase Brand Affinity and NPS with Co-Branded Tools

Co-branded MyBundle consumer tools mean that you get credit for all the benefits your customers realize from using the MyBundle tools. A MyBundle partnership provides consumer tools, sales and marketing support, and we would love to partner with you on optimizing conversions.

1
One integration with MyBundle.TV opens the door to deeper relationships with your customers.

115
Trusted by over 115 broadband and cable providers of all sizes.

150+
150+ streaming services available in the MyBundle Marketplace.

*Commissioned by top 10 U.S. High-Speed Internet Provider serving multiple U.S. regions and executed over a 7 week period by a top management consulting firm.

Comprehensive Ongoing Support from MyBundle.TV

Launching co-branded MyBundle.TV tools is so easy that you can begin offering benefits to your customers in less than a week. MyBundle.TV will support you before, during and after launch. The MyBundle team is your collaboration partner to optimize marketing and maximize connects, engagement and upgrades.

- MyBundle.TV consumer marketing support at launch and beyond
- CSR Tool: Equip reps with the ability to easily provide streaming recommendations over the phone or in-person
- CSR and sales resources: print, digital, video, live webinars and more
- Partner Analytics Dashboard that tracks your customers' activity
- Monthly and quarterly consumer marketing materials customized with your brand
- Monthly Partner Newsletter with new promotional opportunities, the latest resources, best practices and more
- Capture emails to retarget and boost connects and upgrades
- Bundling and upsell opportunities leveraging Streaming Rewards
- Inclusion of your video package(s) in the Find My Bundle tool (optional)



Be the Streaming Solution your Customers Need

Managing streaming television subscriptions and finding great content has become increasingly complex for consumers. MyBundle.TV's co-branded tools allow you to help simplify and customize the cord-cutting experience, ongoing multi-app subscription management, as well as cross-platform content search and discovery.

Provide the tools for your customers to quickly get back to watching the shows and movies they love while saving money and time in the process.

They'll thank you for it.

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