


Interactivity
as a key differentiator



Learn how to offer excellence

A person is sitting on a light-colored sofa, viewed from behind. They are holding a black remote control in their right hand, pointing it towards a large, dark television mounted on a light-colored stone fireplace mantel. The person is wearing a grey long-sleeved shirt and blue jeans. Their feet, wearing grey sneakers with orange laces, are visible on the right side of the frame. The background is a bright, slightly blurred indoor setting.

01 Put power on customer's hands

06 Converge and integrate all contents

Today is not enough to offer a diversified, high quality TV service, to be noticeable amongst the competition. In our increasing interactive world, customers expect more from their TV service than simply channel surfing. At the same time, an operator can leverage this willingness to interact for their own advantage. Our offering covers all of these situations, with self-care solutions that put the power on customer's hands, personalization that reduce churn, interactivity that adds value to linear programming, overturning the concept of time thru truly on-demand TV, and suppressing the concept of space thru converging both fixed and mobile seamlessly.

02 Personalize the TV experience

03 Add value to linear programming

04 Give context to premium content

05 Overturn the concept of time

Differentiate
your offer

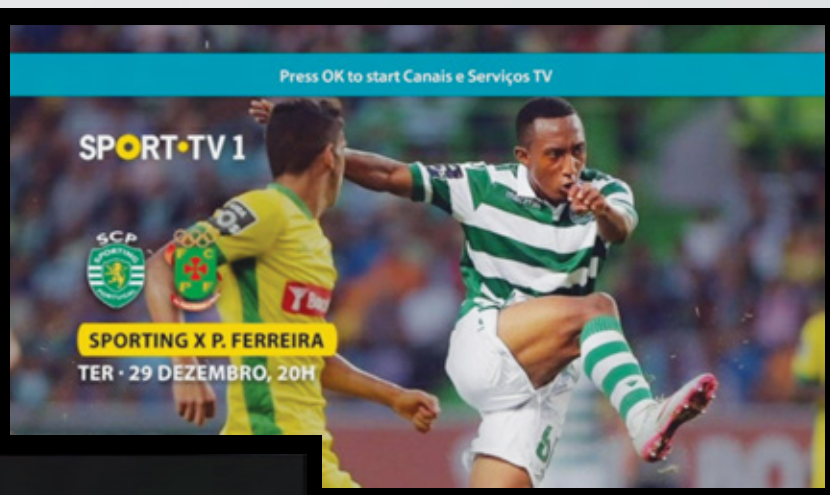


01 | Put power on customer's hands

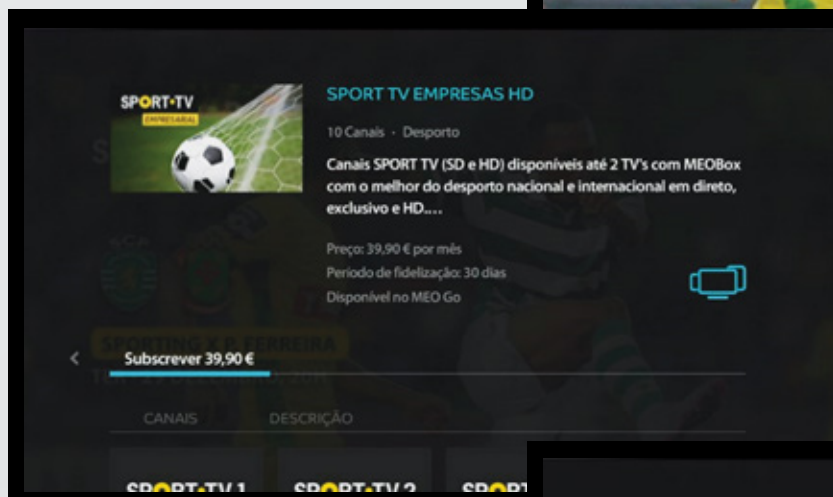
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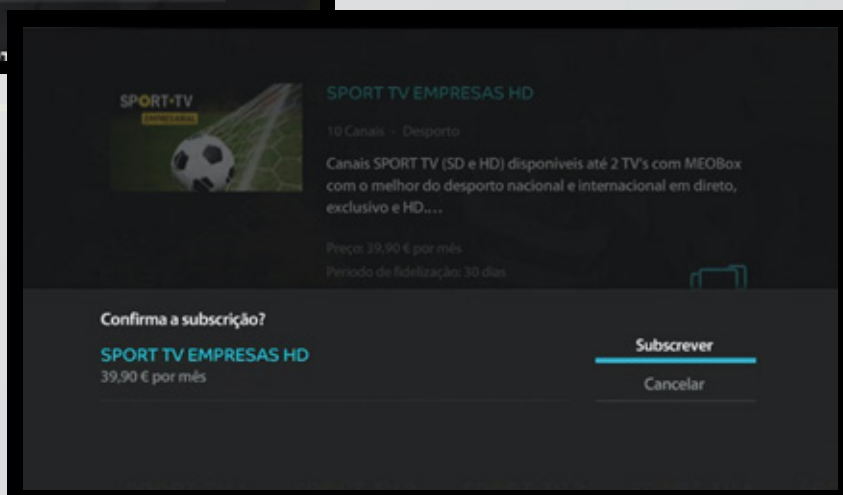
View
appeal to
subscription



Access
subscription
conditions



Subscribe





Improve customer experience

Give immediate access to Premium content without making your customers leave the couch.

- Put the power on customer's hands;
- Take advantage of impulsive purchase and self fulfillment;
- Reduce friction and operational costs in customer service.

Access the premium content without leaving the sofa

Empower your customers with selfcare



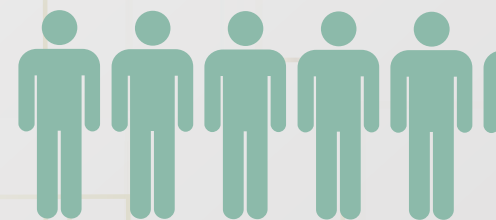
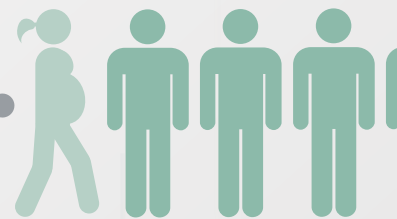
02 | Personalize the TV experience

Don't let your customers leave!

Future moms segment



Sports lovers segment





And charm new customers

Reach segments with subscription influence by offering a personalized TV experience.

- Offer a service tailored for different audiences and contents;
- Churn reduction by an interactive and personal service linked to a pleasant experience.



Baby caregivers segment



Kids segment



And other niche markets with great willingness to purchase that can be retained by presenting specialized contents along with unique interactions.



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03 | Add value to linear programming

Stand out from your competition

by adding unique interactivity to the same contents!





From common to exclusive

Interactivity used to create exclusive content from general available one.

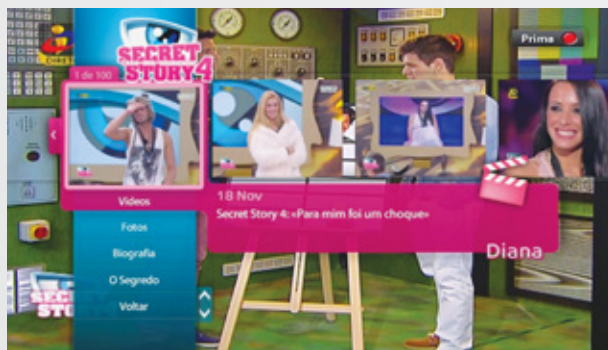
- Add value to linear programming with contextualization and additional on-demand content;
- Make the interactive dimension a natural usage, reducing churn and increasing engagement.



The offer of an exclusive application that allows the subscribers to interact with the program helps increasing customer loyalty.



Online voting and video-on-demand are examples of interactivity contexts that can be used in order to engage the user.



The general content can be enriched, by presenting contextualization and additional on-demand content.



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04 | Give context to premium content

Encourage the purchase of content by suggesting related items.





Highlight your content at the right time

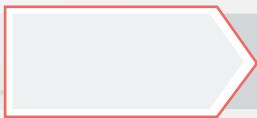
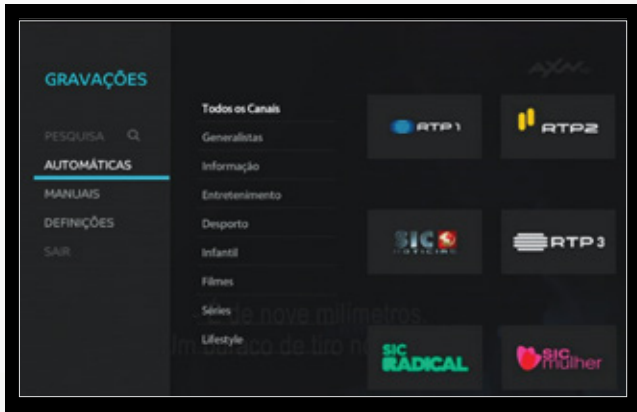
Improve content presentation, by adapting it to the user consumption context.

- Make purchase just a button away;
- Explore additional payment or subscription options;
- Easy self-promotion.



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05 | Overturn the concept of time





Changing TV consumption forever

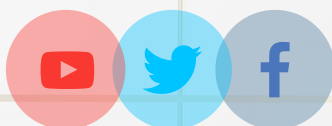
Allow the viewer to decide what, when and how he consumes television.

- Match the offer to the TV viewer's routines and availability;
- Suppress the concept of time in TV watching;
- Free the viewer from pre-canned timings.



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06 | Converge and integrate all contents





Add value with differentiation

Contextualize TV watching with social networking.

- Share personal content to TV;
- Converge and integrate all contents in a single mobility context.

Add social interaction through mobile apps to use inside or outside your home, on your tablet or smartphone.



Benefit from our knowledge

Demo of future interactive TV at
Expo'98 Lisbon World Exhibition,
based on Microsoft Netshow Theater

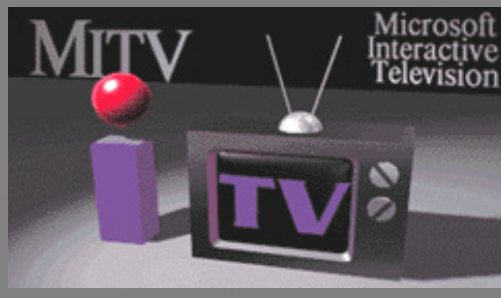


1995

1998

2001

Early experimentation and
prototyping with the Microsoft
Interactive Television platform



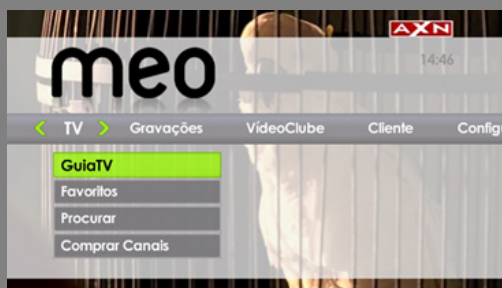
TV Cabo Interactiva, world's first cable
interactive TV deployment, with
Microsoft TV Advanced platform



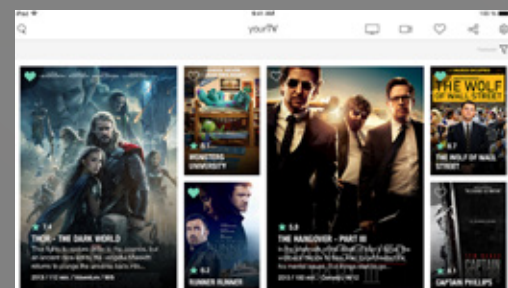
We have been working in applied research and development of Interactive Digital Television closely with partners since the mid-90s, to build up a strong insight on technologies (DVB, MPEG, middleware, etc.), devices (Set-Top Boxes, Appliances, Smartphones) and services (HDTV, IPTV, VOD, PVR, etc).

Our expertise enabled us to support the deployment and growth of complex and sophisticated IPTV operations, through the development of enhanced services and applications with clear added value to customers.

Commercial launch of
MEO interactive TV over DSL,
based on Microsoft Mediaroom



The next generation TV



2013

2007

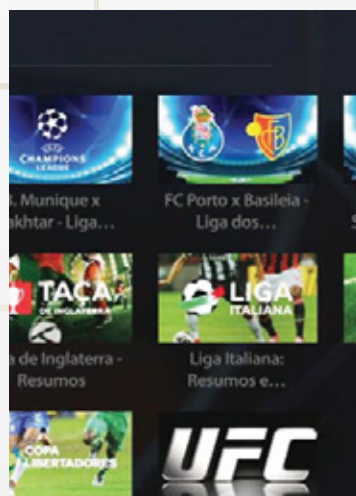
2020

Full line-up 7 days catch-up TV

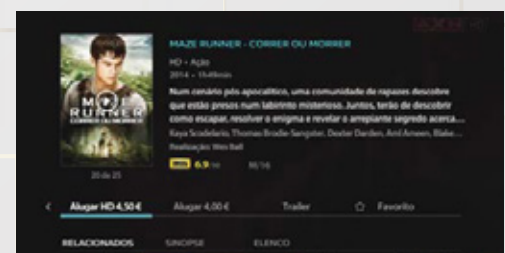
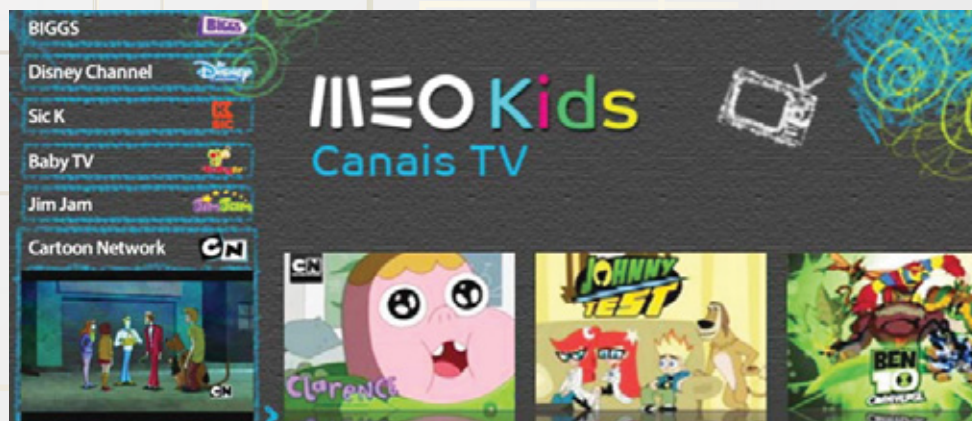
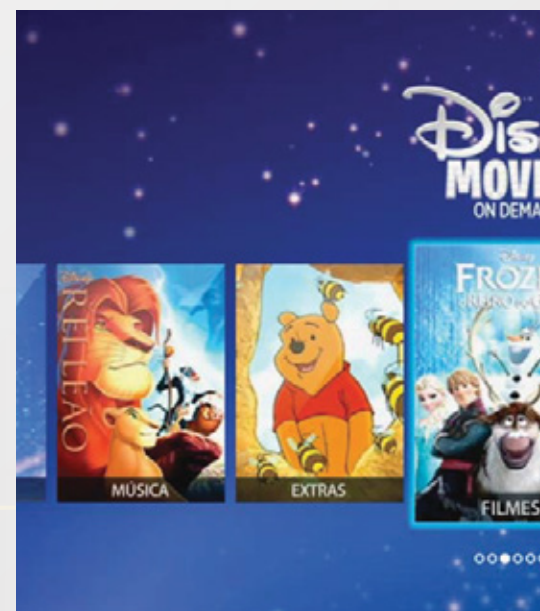
**VEJA TODOS OS PROGRAMAS DOS
ÚLTIMOS 7 DIAS EM 80 CANAIS!**
COM AS GRAVAÇÕES AUTOMÁTICAS,
PODE ANDAR PARA TRÁS
E É GRÁTIS



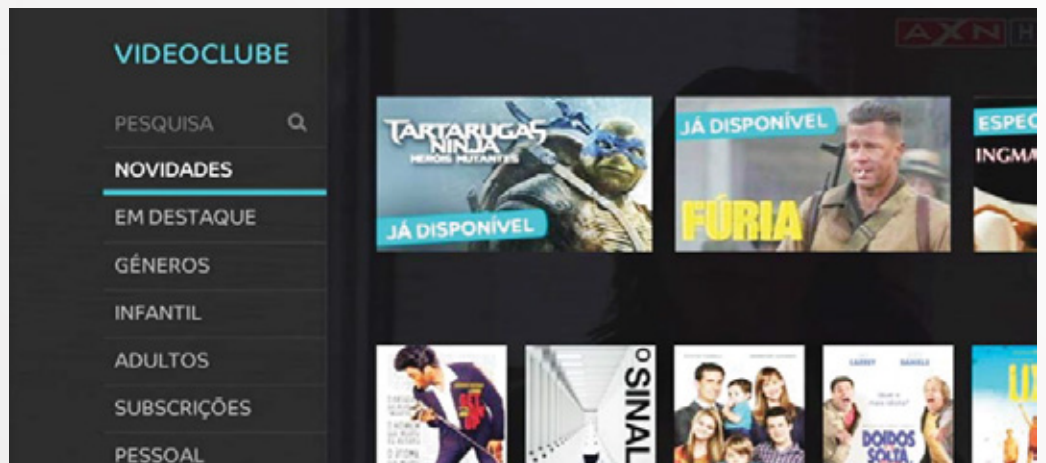
Keep up with the pioneers of interactivity



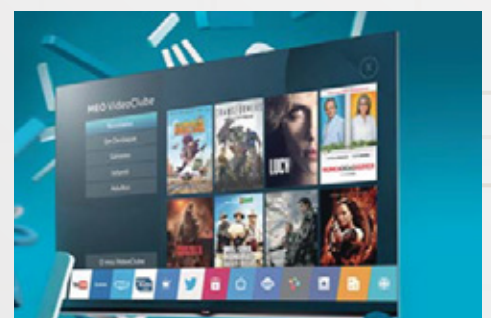
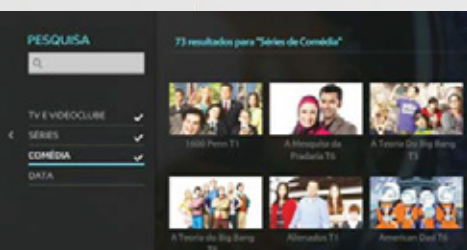
+100 apps
over 100
interactive TV
applications



Consult us and get to know our offer and how we can help your business grow in the interactive television sector.



+1 million
more than 1 million downloads





About Altice Labs

Delivering key telecommunications technologies since 1950, Altice Labs has been shaping the future of technology, enabling Communications Service Providers and Enterprises to offer advanced and differentiated services to their customers and users.

Altice Labs is an innovation and transformation catalyst supported on a strong and dynamic Innovation Ecosystem. Through technology, we are committed to improve people's lives and the way in which companies do business.



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