

HOW TO ATTRACT AND KEEP OTT SUBSCRIBERS BY LEVERAGING DATA AND PERSONALISATION

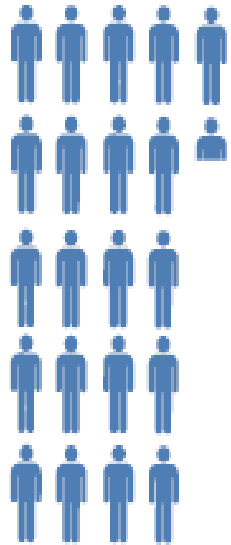


AGENDA

- Why Personalisation Matters?
- Leaders in Personalisation
- Attracting and Keeping OTT Viewers
- NeuLion Overview
- Questions & Answers

WHY PERSONALISATION MATTERS?

Consumers are more connected than ever before



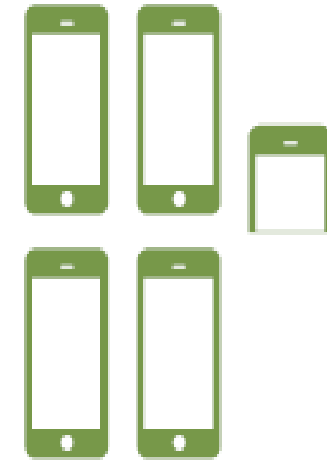
213.3 million online

US adults

 = 10 million



70% use
smartphones

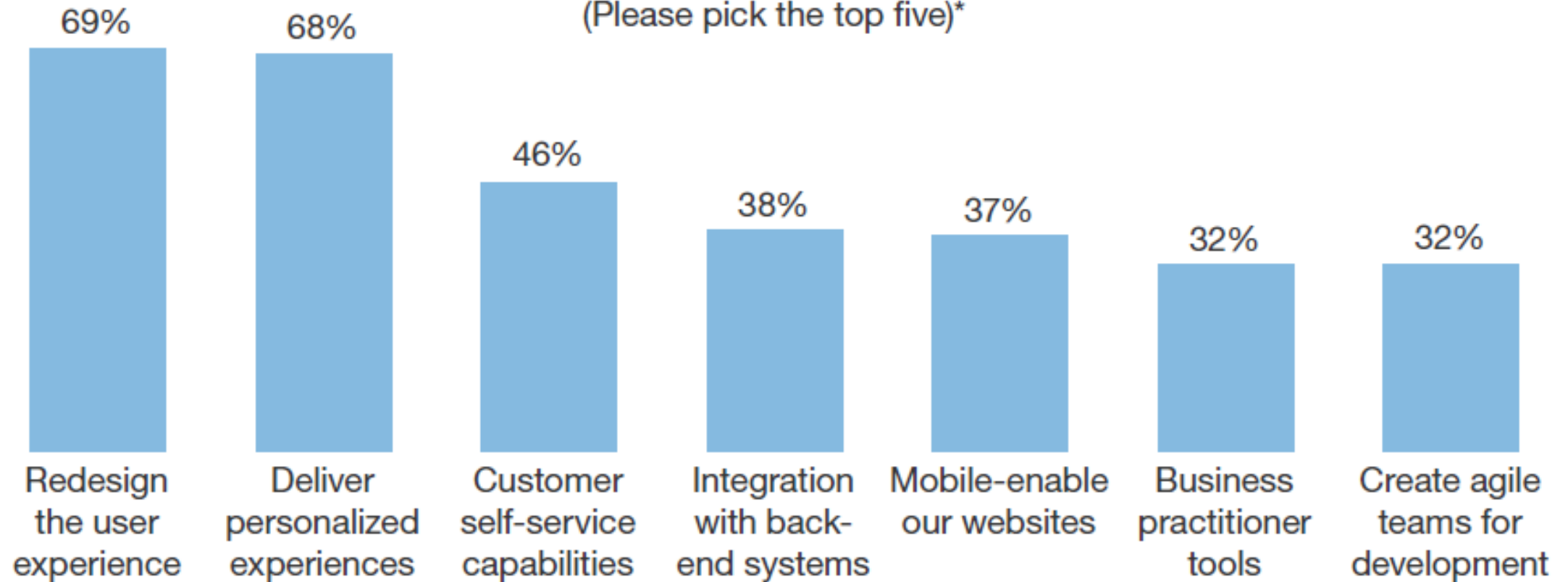


4.3 average
connected devices

WHY PERSONALISATION MATTERS?

Content Owners align technology priorities to meet rising expectations

“Which technology and implementation investments are the highest priority for your web and mobile initiatives?”
(Please pick the top five)*

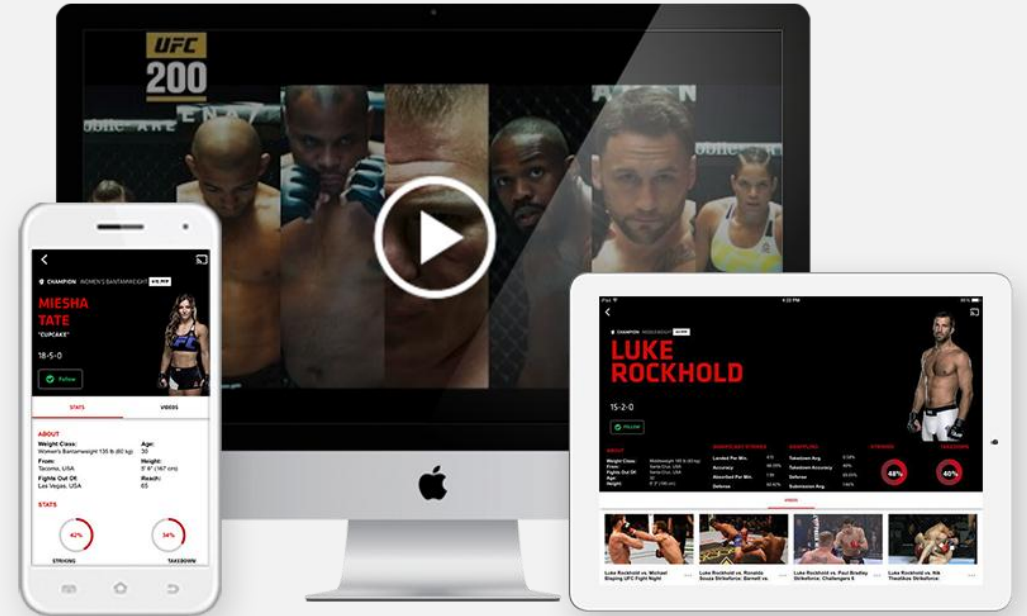


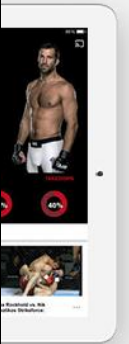
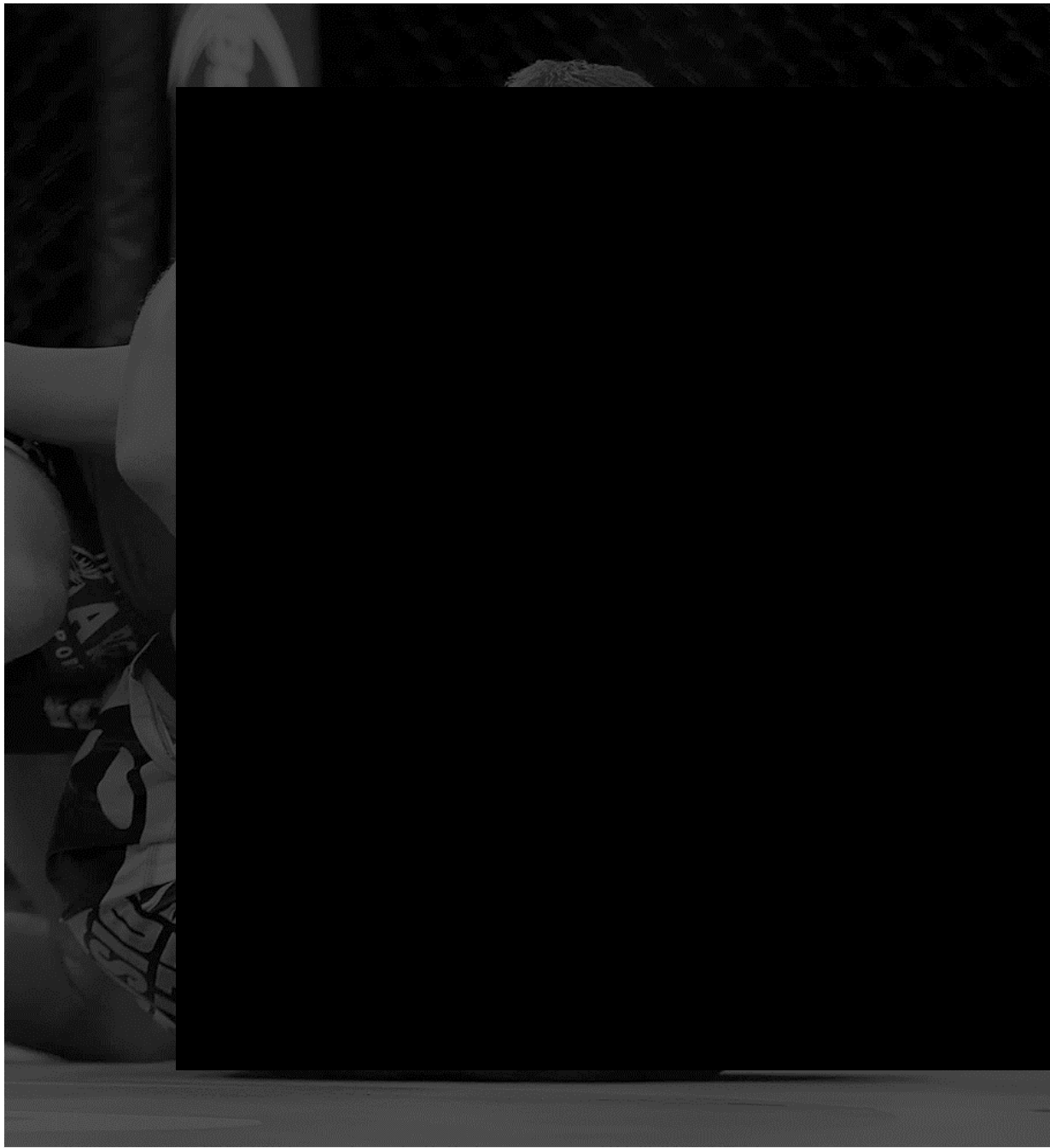
PERSONALISATION IS KEY

Content driven personalisation is the priority, and is no longer just a 'nice to have'



**WHO ARE THE
LEADERS IN
PERSONALISATION?**





UFC Fight Pass

Commercial Model

- Subscription
- Pay-per-view

Key Features

- All fights live and on-demand
- Fighter statistics
- Event timeline markers
- Multiple video angles and audio streams
- Real-time Fan Scoring
- 7 Day Free Trials

Devices


- PC/Web
- iOS and Android
- Apple TV, Chromecast, Roku, Amazon Fire TV
- Xbox One and Xbox 360
- Samsung TV, LG TV and Sony Android TV

The image displays the UFC Fight Pass interface across three devices: a PC monitor, a tablet, and a smartphone. The PC screen shows the main navigation menu with options like Search, Home, Pay-Per-View, UFC Fight Pass, and Settings. A featured fight card for 'Bigfoot vs. Mir' is highlighted. The tablet screen shows the 'LIVE SCORING' section for the fight between Robbie Lawler and Carlos Condit, displaying real-time scores and fight statistics. The smartphone screen shows the 'Fight Card' for the event, featuring fighters Chris Weidman and Lyoto Machida, along with their respective statistics and fight details.

UFC Fight Pass Interface Details:

- PC Screen:** Navigation menu (Search, Home, Pay-Per-View, UFC Fight Pass, Settings), Featured Fight Card (Bigfoot vs. Mir, Sunday, February 22, 2015, 8:00 PM ET), and a 'Select' button.
- Tablet Screen:** 'LIVE SCORING' section for Robbie Lawler vs. Carlos Condit, showing fight statistics (Round, Score, Total) and audience scores.
- Smartphone Screen:** 'Fight Card' for Chris Weidman vs. Lyoto Machida, showing fight details and statistics.

UFC FIGHT PASS



LIVE EVENTS


Login

EXPERIENCE UFC LIVE WITH UFC FIGHT PASS


With UFC FIGHT PASS, you get unrestricted access to International UFC Fight Nights and early preliminary bouts known as Exclusive UFC FIGHT PASS Prelims.

START YOUR 7-DAY FREE TRIAL

Pay-Per-View Events



LIVE EVENTS FIGHT LIBRARY COLLECTIONS FEATURES & SHOWS



UFC

T-MOBILE ARENA

Reebok

MONSTER

3:22/20:19

SLOW

CUSTOMIZE YOUR EXPERIENCE

UFC FIGHT PASS

LIVE EVENTS

Login



PERSONALIZE YOUR EXPERIENCE

Use your UFC FIGHT PASS profile to make your experience personal. Follow your favorite fighters and types of fights to reveal specially curated Collections. And get alerts when new content is available, like behind-the-scenes exclusives.



WATCH IT ANYWHERE, ANYTIME

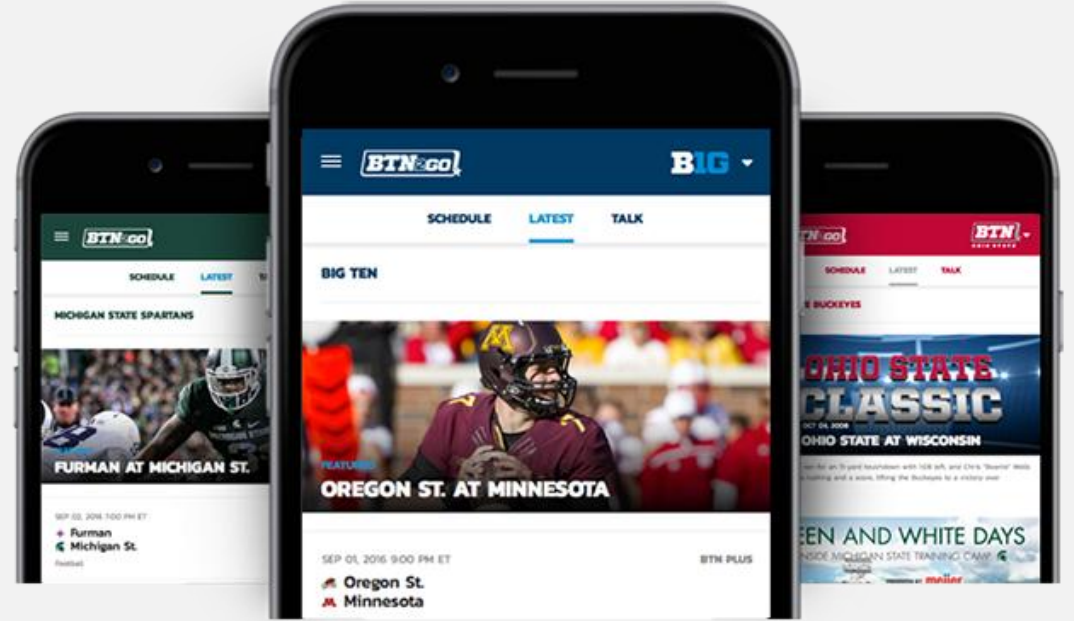
UFC® FIGHT PASS lets you stream all the action from any device - your computer, tablet or smartphone. You can add videos to your queue, mark your favorites and pick up watching wherever you leave off. Convenient and customized.



LOOK INSIDE THE ORGANIZATIONS & FIGHTERS

Watch hundreds of past events from MMA organizations such as PRIDE, Strikeforce and Invicta FC. Plus, dig into fighter profiles to see past fights and highlights, and be the first to know when new events are announced. Stay connected with UFC.







BTN2GO

Commercial Model

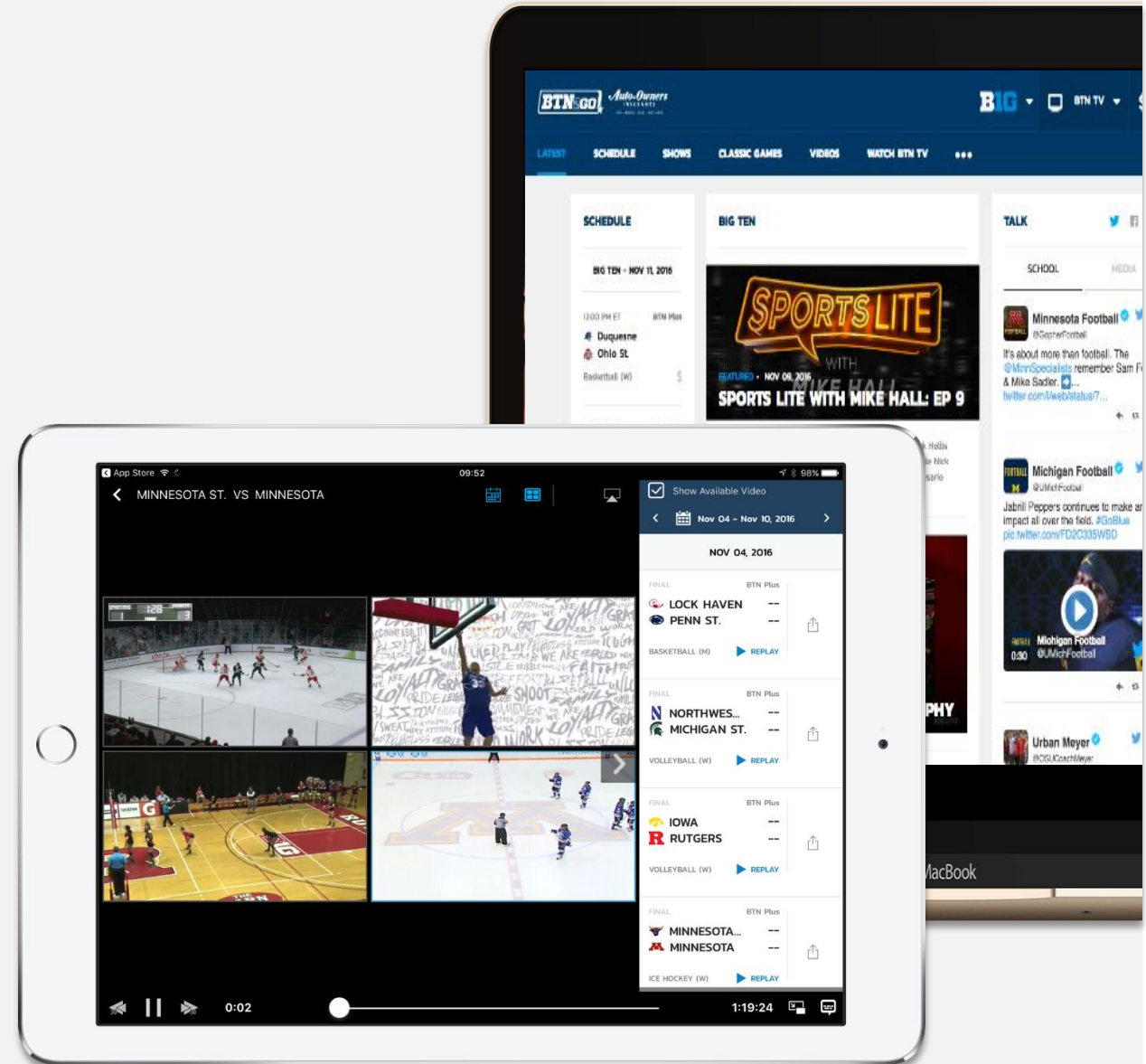
- Authenticated
- Subscription

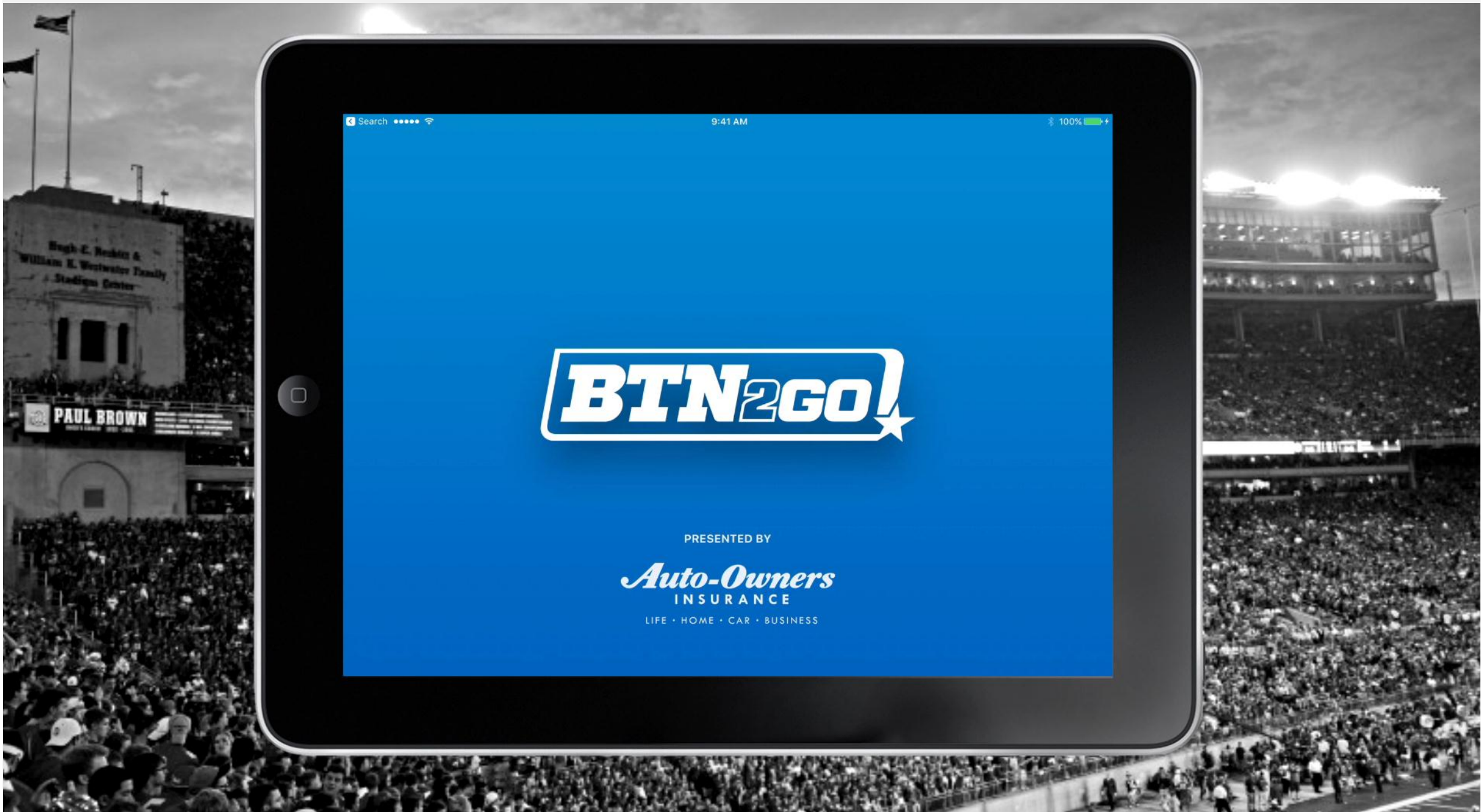
Key Features

- US domestic and international versions
- Linear TV Channel with EPG
- Live and VOD Sports
- Subscription packages by college
- Integrated stats
- Mid-roll ad insertion
- Social sharing
- Multi-event viewing

Devices

- PC/Web
- iOS: Phone and Tablet
- Android: Phone and Tablet





Search 9:41 AM 100%



PRESENTED BY

Auto-Owners
INSURANCE

LIFE • HOME • CAR • BUSINESS

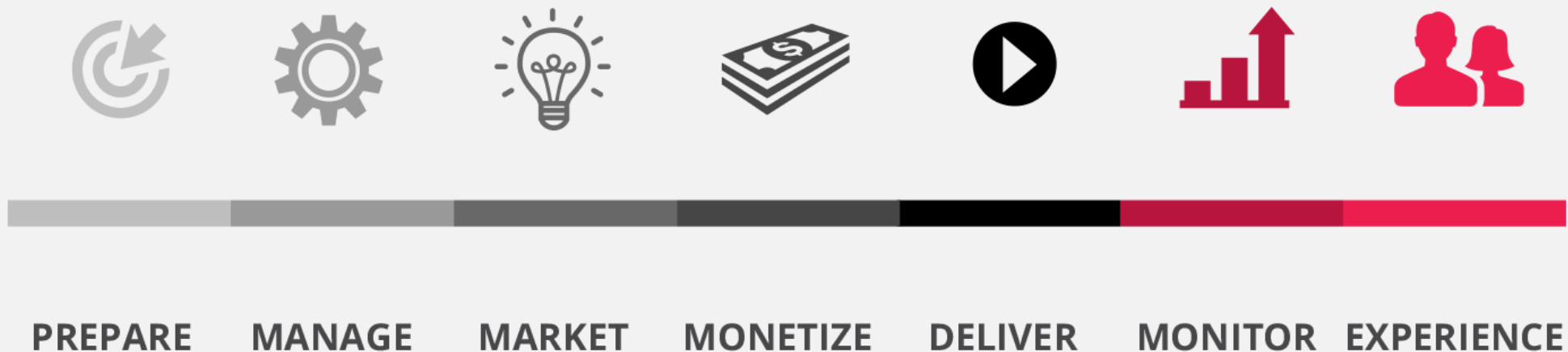
A stack of several old CRT televisions is arranged in a field at night. The televisions are of various sizes and are stacked on top of each other. The screens show different images: a child's face, a landscape, a person in a field, and a cloudy sky. The background is a dark, grassy field under a cloudy night sky.

Intelligence and insights that drive effective business outcomes.

NeuLion allows data to be collected, segmented and made actionable all in one place maximizing retention and revenue.

NEULION DIGITAL PLATFORM

NeuLion owns and operates every piece of it's OTT platform that seamlessly enables both end-to-end and modularised delivery of high-quality and interactive services



ANALYTICS INFORM MARKETING COMMUNICATIONS

Successful direct-to-consumer businesses are dependent on flexible data-driven marketing capabilities in order to maximize user acquisition and retention.

Watch Data

- NeuLion watch data helps you understand what people watch, how much they watch, and what they may be likely to watch. Are they addicted to a certain show or genre? And easily market a similar show to them, or use them as a seed audience to target people “just like them.” Target in-app, push, email and SMS communications based on user segments.

Support Data

- This data allows you to stay on top of customers that may have experienced an issue, whether it be a strong opinion about a show, a customer service issue or a technical one. By analyzing this data, predict who is likely to churn out and target them with an offer that may help retain the customer.

Billing Data

- Billing data can inform you as to buying habits of customers as well as when they hit certain spend limits that may put them into certain marketing pools. These can be campaigns to reward loyal customers, activate dormant customers, upsell customers, or even offer companion products.

CORE INSIGHTS AND INTELLIGENCE TO DRIVE GROWTH

Customer Lifecycle Management



MAXIMIZE CUSTOMER VALUE

View the complete customer lifecycle and the opportunity to capitalize on the optimal points for driving conversion.

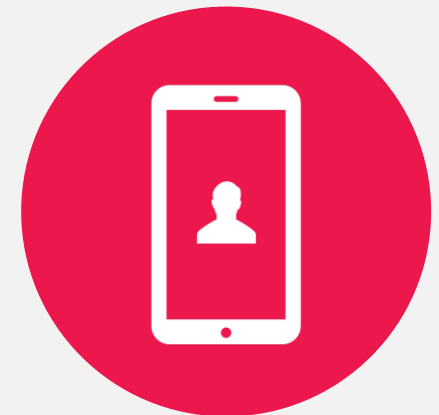
Video Content Consumption Trends



MEASUREMENT AT EVERY LEVEL

Understand engagement trends to inform content programming and trigger marketing campaigns based on different segment groups.

Multi-Screen Viewing Usage



ENGAGEMENT ON ALL DEVICES

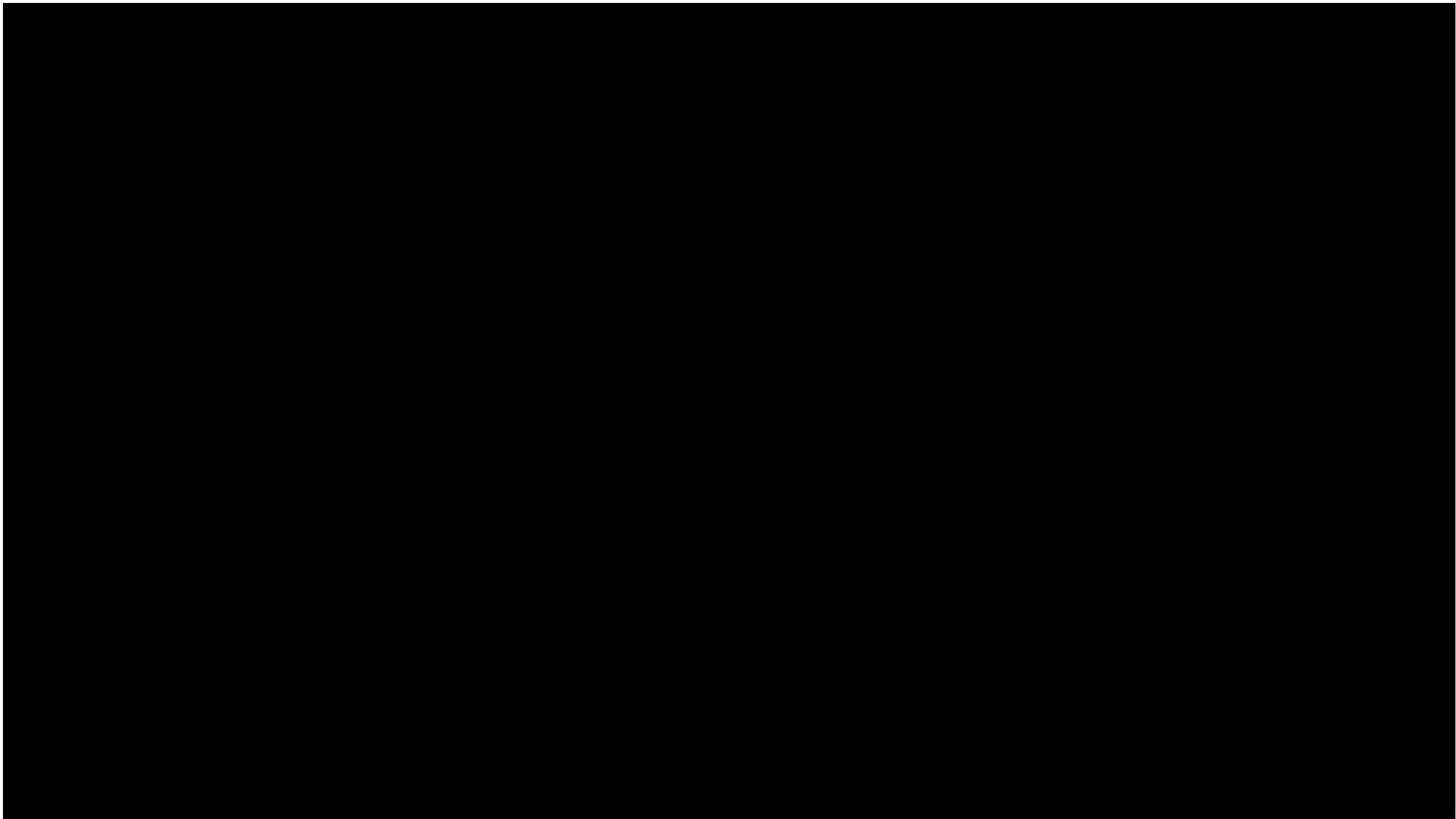
Monitor and optimize your device mix for increased lifetime value and a deeper view of multi-screen behavioral analytics.

ADDRESSING THE OTT MARKETING CHALLENGE

NeuLion gives you all the tools needed to leverage business intelligence and make decisions to drive growth, quality of service and quality of your OTT or TV Everywhere experience.

NeuLion helps you drive...

- Increased Conversion Rates
- Higher Profits
- Increased Loyalty
- Increased Retention
- Improved User Experience
- Increased Lifetime Value
- Faster Product Delivery
- Reduced Churn and Confusion



**IMAGINE WHAT
WE CAN DO
WITH YOUR
CONTENT.**

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www.neulion.com**