



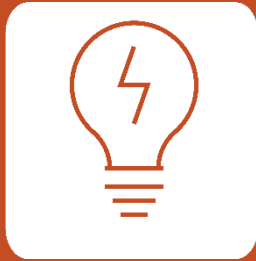
Jean Edlund
Video Product Partner

CNS
Cooperative Network Services

HELLO

We help you
**Bring More Broadband
to More Rural Places.**

HOW WE DO IT



Marketing
Consulting



HR Solutions



Video Product
Consulting



FTTH
Engineering



GIS
Consulting



Transport
Network

I Stream, You Stream, We All Stream

Meet Jim “Ammo” Amundson

70 years old

Retired, watches a lot of TV, including live news and sports

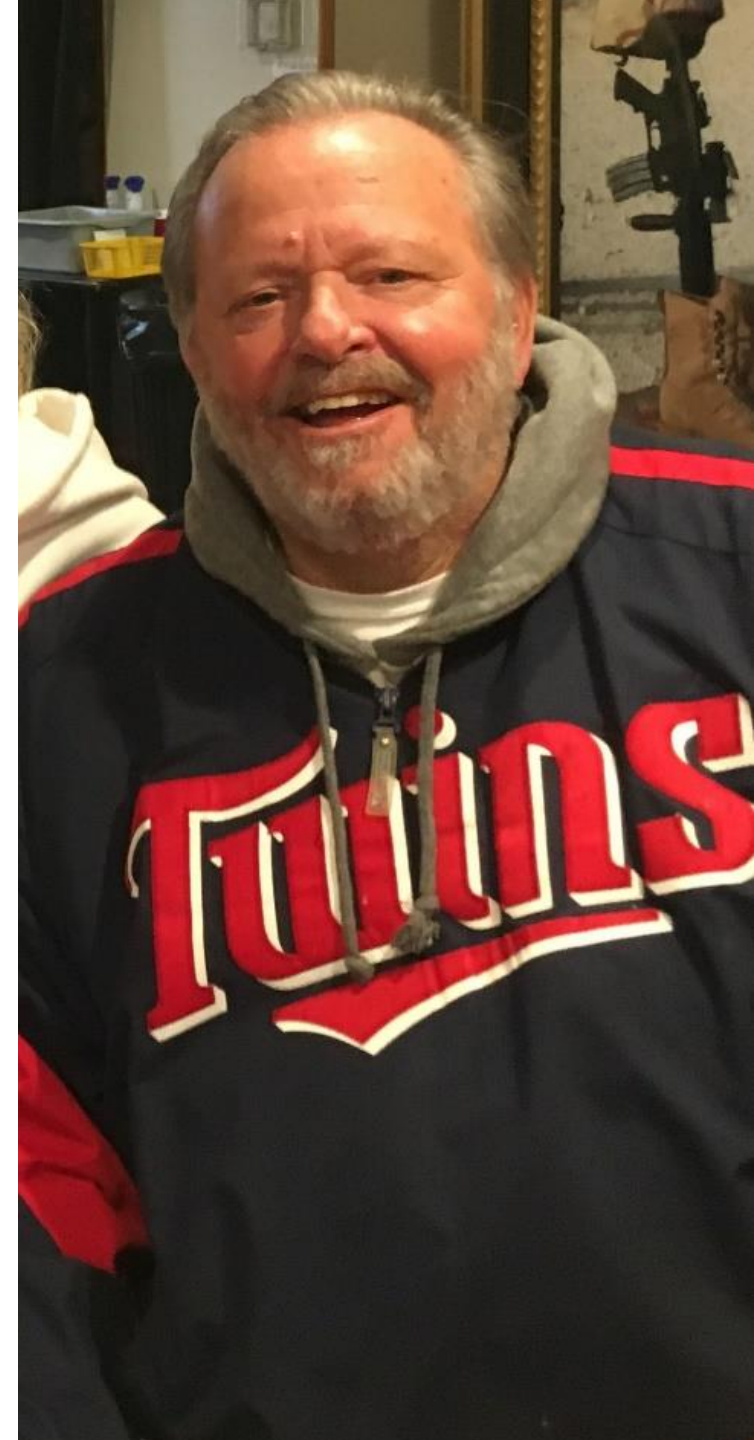
Has older SmartTV – very few apps built in

Wants a lower price for video, switched around from Dish, Direct, TDS and Charter

Tried SonyVue, DirecTV Now, YouTube TV and Hulu Plus

Bought FireStick and installed himself

Has also discovered other streaming apps, games, etc.



What is OTT?

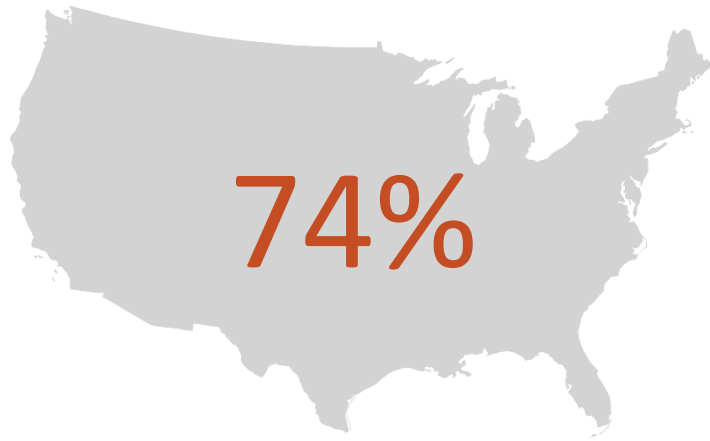
A video product available on the open internet.

Can be SVOD



Can be live
version of linear
channels





US households subscribe to one or more OTT services.

Leichtman Research Group, 8/27/19



Millennials subscribe to one or more OTT services



Average subscription length



Rate of cancellation of OTT services

Is the Party Over?



**“Pay TV is now
cutting tops
favoring shaves
Records in Q4 as Skinny
Online Options Over
Bundled Line Bundles’ Price
everyday”**

May 3, 2019
May 3, 2019

Stay for one more drink



The rate of cord-cutting will slow in 3Q. Essentially, for Sustained Midsize most Operators' leave will have left."

May 2, 2019

August 20, 2019















The after-party might be cool









**“Why charter cable company
might be happy to see you
start subscribing to 400GB
service”**

May 1, 2019

SVOD Provider	Price	Top Content
	\$8.99-\$15.99/month	The Office, Friends, Grey's Anatomy, NCIS, Criminal Minds, Orange is the New Black, Ozark, 13 Reasons Why, Boss Baby: Back in Business, The Ranch, Fuller House
	\$12.99/month or \$119 Annual Prime Membership	Marvelous Mrs. Maisel, Sneaky Pete , Downton Abbey, Jack Ryan , Parks and Recreation, Bosch , Murder She Wrote,
	\$5.99 or \$11.99 ad free	Fargo, Atlanta, Parks and Recreation, 30 Rock, The Handmaid's Tale , Seinfeld, Buffy the Vampire Slayer, Community
	\$6.99	7,000 TV episodes and 500 movies from studio library: Star Wars, Avengers, Original content in development
	\$5.99 or \$9.99 ad free	The Good Fight, Star Trek Discovery, Twilight Zone , Survivor, Seal Team, Young and the Restless, Hawaii Five-O, The Late Show with Colbert, Bull, Bold & Beautiful, NCIS
	\$9.99 free for Apple users?	Apple Originals, Bundle of other SVOD channels,
	\$2.99 or \$9.99 for 4K	2400 shows across science, nature, history, technology, society and lifestyle

OTT Provider	Price	#channels	What's missing?
	\$40	47	
	\$45	56	
	\$50	70	
	\$50	63	
	\$55	92	
	\$20	58	
	\$50	65	

FVOD/AVOD Provider	Price	Top Content
	FREE (Ads included)	Roseanne, Dog the Bounty Hunter, Kitchen Nightmares, Cold Case Files, The First 48, Forensic Files, Duck Dynasty, Unsolved Mysteries, 3rd Rock from the Sun, The Jerry Springer Show, Anthony Bourdain No Reservations, The Maury Show, Storage Wars: Texas
	FREE	Newsy, CBSN, NBC News, Bloomberg Television, Time, TMZ, Divorce Court, This Old House, fubo Sports Network, Stadium
	FREE	Hell's Kitchen, Hoarders, Duck Dynasty, Alexander
	FREE	Who's the Boss?, 227, All in the Family, Bewitched, Charlie's Angels, Forensic Files, Just Shoot Me, X-Men, The Partridge Family
	FREE (with library card)	Movies, documentaries, foreign films, classic cinema, independent films and educational videos
	FREE (with library card)	Sponge Bob Squarepants, iCarly, The Loud House, Impastor, Origins, The Hills, A Place to Call Home, The Bridge,

So Much Content, So Little Time

- Average consumer accesses content from 4 different sources.
- 45% go “online” first, vs 47% go to STB first when deciding what to watch

(Hub Research 9/3/19)

- Average consumer wants to pay \$21/month for all streaming services combined.

(Hollywood Reporter/Morning Consult Poll 7/24/19)

Why is it so cheap to subscribe to OTT?



They pay one LARGE lump sum for content



They'll take your money, but they really want your data.



Low Operational Costs

vMPVD – feeling good?



Drives broadband demand



Allows you to focus on broadband



Circumvents your contractual restrictions with large programming groups



Leverage to negotiate rates or ability to drop high-priced channels (FSN, NBCU, etc.)



Advanced features you may not be able to deploy (Cloud DVR, VOD, streaming)

VMPVD – too much of a good thing?



Slim margins



Supporting someone else's product



Billing belongs to vMVPD



Will it appeal to your customer demographic?



Prices and Packages Increasing Quickly

Telling the story

 **Solarus** June 28 at 6:15 PM · 🌐

Are you thinking about cutting the cord but don't know which streaming plan is right for you? Use our Channel Guide Comparison tool to see which ones carry your favorite channels. <http://ow.ly/YmZY30kveOf>



Solarus
WHICH STREAMING
SUBSCRIPTION IS RIGHT
FOR YOUR FAMILY?

11 3 Comments 1 Share

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 **CL Tel** June 18 · 🌐

Are you tired of expensive cable TV? Stop into the CL Tel Experience Zone or give us a call at 357-2111 - we'd love to help you find a streaming alternative!



You Choose | How To Stream Your Favorite Content

CL Tel Experience Zone

 You and 40 others 6 Comments 12 Shares 2.3K Views

 Like  Comment  Share 

Oldest ▾

Be the resource



CNS Channel Package
Concierge App



Help customers find the
best solution, even if it isn't
yours



Have streaming devices
available for trial (Roku,
AirTV player, etc.)

Please enter your address

Continue



**“If you
can’t beat
them,
join them”**



Re-sell vMVPD services



Use their low-cost packages
as your retention tier/save
situation for cost-conscious
customers



Bundle with broadband
packages

The costs of convenience...



Be Part of the Solution

Telcos launched IPTV video product, now cable companies scrambling to go IPTV.

But, the next technology will be streaming –

- convert our signals to ABR
- many customers won't know the difference, just like they didn't know the difference from cable to IPTV

Make Your Own

Same lineup, but no set top box, no truck rolls, easily switch between Netflix and your lineup.

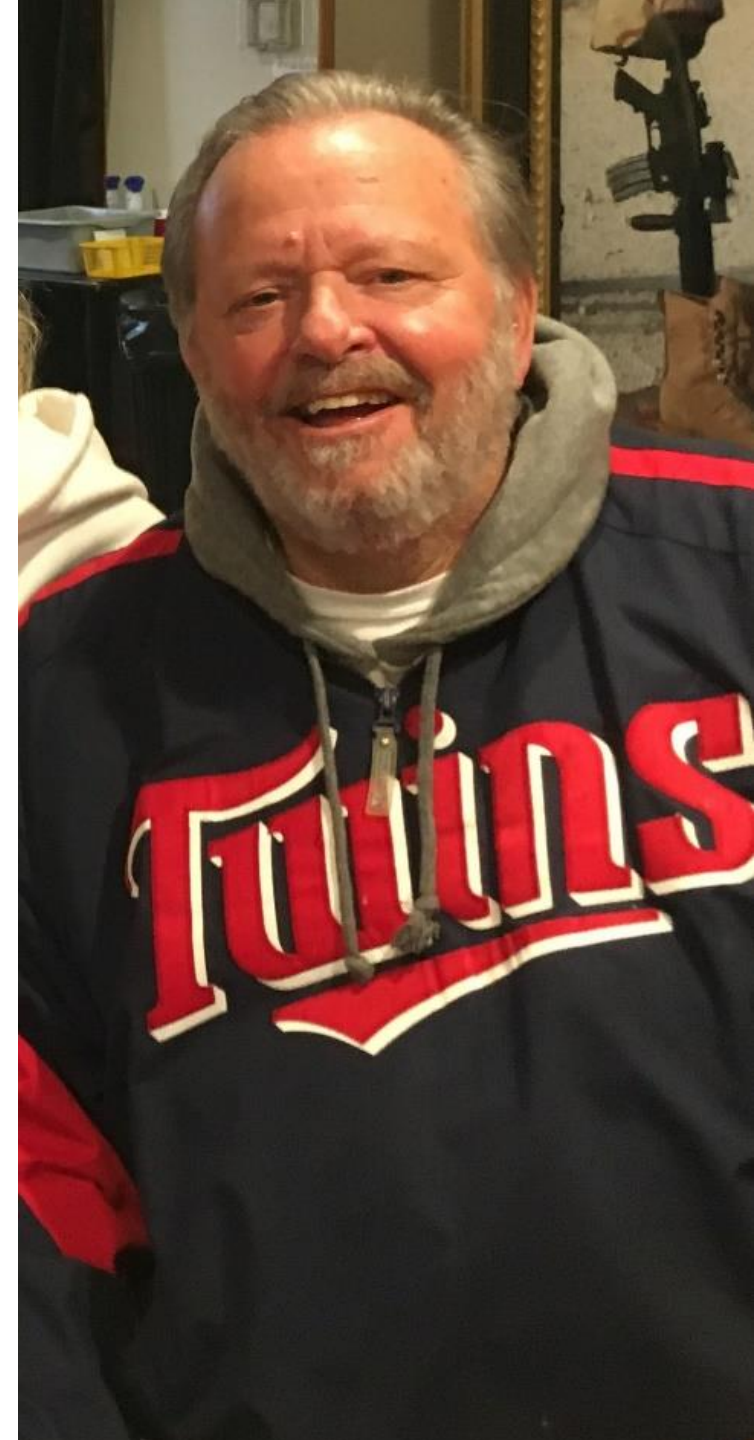
But my customer demographic can't figure it out!

I Stream, You Stream, We All Stream

Meet Jim “Ammo” Amundson

AFTER ALL THAT STREAMING.....

**HE SWITCHED BACK TO TRADITIONAL VIDEO
PROVIDER (CHARTER)**



How do I stream?

It's NOT OTT! Use your secure IP network to deliver in-home to customer provided device

Mobi, MGTV (Innovative), NeoNova, etc.

Start with local channels, then determine if demand for whole lineup

Saves equipment cost and truck roll. WILL NOT save you programming cost or allow a different lineup

Be Sure to use a Reputable Partner

VARIETY

FILM TV MUSIC TECH THEATER REAL ESTATE AWARDS

HOME > BIZ > NEWS

FEBRUARY 14, 2019 6:56PM PT

Studios Sue Omniverse in TV Streaming Crackdown



71K+
Facebook
likes

58K+
Facebook
Group

3
TV
follow

Home News Beginners Guide to Cord Cutting Phone Savings How-To Reviews

Ad closed by Google

Omniverse is Reportedly Shutting Down Its TV Service Tomorrow

by Luke Bouma on May 30, 2019 in All News, News

DISCUSSION

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