

expand your reach with Amdocs Media's MarketONE

Partner with more service providers, faster

Join the bundling revolution

OTT media providers like you are entering into partnerships with communication service providers at a rapid rate. Netflix alone has entered into more than 100 partnerships, with newer entrants like Disney+, DAZN and Quibi also joining the game.

As the shift from linear programming to streaming gains pace, it's creating new bundling opportunities for connectivity services together with content from OTT partners – allowing you to reach more consumers and accelerate penetration into new markets.

Amdocs Media's MarketONE is a platform that helps forge partnerships with traditional service providers – enabling their customers to discover and subscribe to your content and digital services. With its identity and purchase lifecycle features, the platform makes connections frictionless for you, service providers and consumers alike.

Overcoming the onboarding challenge

Service providers realize providing broadband and OTT services can help them differentiate and drive stickiness, but onboarding these partnerships stands in the way. It can take months to integrate with just one service provider. Each new partnership is another long and expensive IT undertaking, making new partnerships hard to justify.

MarketONE enables you to overcome this challenge, allowing you to onboard once and gain access to multiple service providers. Meanwhile, support for flexible terms and direct carrier billing helps ensure partnerships fit your business strategy.

Reach more customers sooner with MarketONE

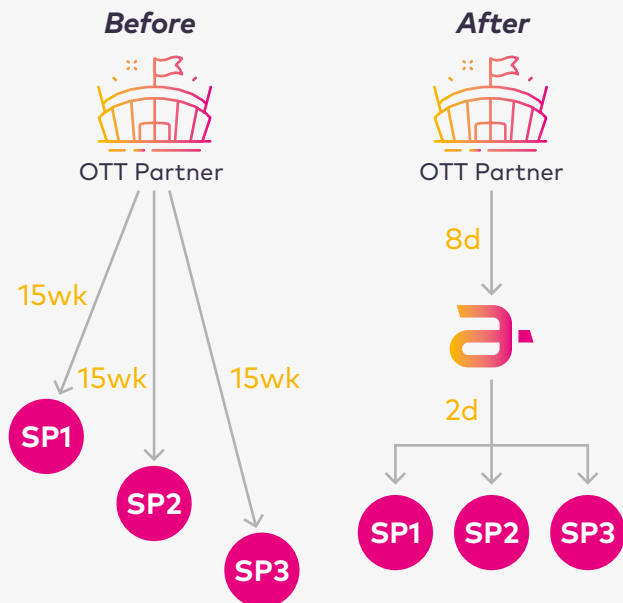
Do you want to be the next global OTT content provider? MarketONE makes it easier for you to scale globally. After onboarding, negotiate with service providers to create agreements that work for you. With MarketONE, you can be added to their bundles in just days. Using a single digital identity per user, it also makes things simple for consumers without the hassles of multiple logins, payments, profiles, and preferences. All that's left is for users to start browsing and fall in love with your content.

The service provider: your ideal ally

You've got content – service providers have customers. By forging partnerships, you can tap into huge numbers of potential customers. Service providers deliver:

- **Global reach:** Partner with the service providers who dominate the global markets you want to reach
- **Billing and support:** With their bundling capabilities, service providers handle many aspects of billing and support, making it easier for you to expand without adding to support staff
- **Bundle synergy:** Becoming a part of bundles gives you the opportunity to introduce your content to consumers who may not be familiar with your brand
- **Non-competitive distribution:** Most service providers have abandoned content creation strategies, preferring instead to gain competitive advantage by distributing your content

Cuts the time to market for service providers and 3rd party integrations



Prior to MarketONE, it takes an OTT provider 15 weeks or more to integrate with a service provider. Following the decision to go with MarketONE, it can take only days to onboard and integrate with new service providers.

Onboard once and start building relationships

MarketONE makes relationship management easy with:

- **Onboarding APIs:** Standard APIs accelerate the process of joining MarketONE and making your OTT service available to multiple service providers
- **Self-service portal:** Access tools help manage tickets, disputes, contracts and reconciliation
- **Reporting tools:** Stay on top of service provider and customer relationships with reports and analytics
- **Agreement management:** Negotiate agreements, define agreement models, approve contracts and access more flexible workflows
- **Settlement engine:** Automatically settle end-of-cycle revenue based on the settlement model you define with each service provider

Scale to reach more customers



Adopt a one-to-many approach: Rapid onboarding to MarketONE via published SDKs



Accelerate global growth: Global reach, with 10+ Tier 1 carriers planned in 2020



Gain flexibility: Offer customers multiple payment options including direct carrier billing, credit card, Google Pay, Paypal and many more



Simplify back-end processes: Manage agreements and settlements through a self-service portal



Reduce costs: Carrier funded model, no cost to OTT providers

OTT Provider Benefits

Direct Carrier Billing to Multiple Operators

Ownership of the Customer Relationship

Seamless User Journeys from Carrier to OTT

Robust Settlement and Partner Reporting Tools

Take advantage of Amdocs Media's global reach

Amdocs Media bridges multiple industry ecosystems to connect OTT brands and communication service providers. Serving 350+ communication leaders in more than 85 countries, Amdocs has deep ties to many of the world's powerhouse service provider brands. As the owner of Vubiquity and Vindicia, Amdocs also has strong connections to the media and OTT subscription industries. It's a combination that adds value and reach to the MarketONE platform.

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