

Go big with  
OTT partnerships



**MarketONE**

**Removing friction from OTT  
for service providers**

amdocs  
**media**



# winning in the world of OTT


Leaders at service providers like you see unprecedented opportunity in adding OTT services – like streaming entertainment, games, and the coming world of 5G-powered services – to their mix of offerings. Beyond simply creating a new revenue stream, connecting customers to the best of OTT makes core offerings stickier.

But competing requires partnering to offer the OTT services customers love and crave. The resulting partnerships must come together efficiently and move forward effectively. Plus, you must provide customers with the user and subscription experience they expect. How can you dive into OTT successfully? Amdocs Media's MarketONE.

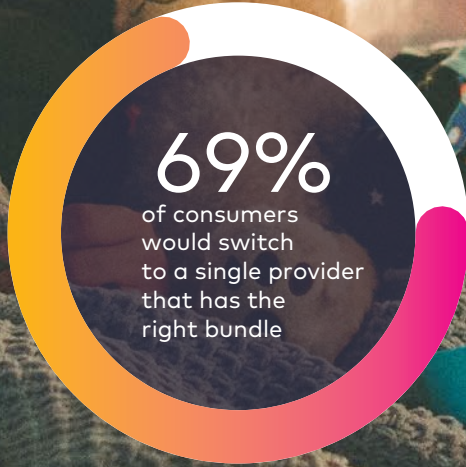
Designed to monetize partnerships at scale, Amdocs MarketONE makes service provider OTT visions a reality.

\* Source: From The Audience of Tomorrow, a 2018 survey of consumers in the United States, the United Kingdom, and Brazil conducted by Vanson Bourne.

## OTT opportunity



71%  
of consumers  
want OTT services  
from one source



69%  
of consumers  
would switch  
to a single provider  
that has the  
right bundle

# service providers rush to OTT – and find obstacles

The move to OTT partnerships is in high gear for many service providers, with brands like T-Mobile in the United States, Sky in the United Kingdom, and others embracing expanded offerings. But OTT partners have proven time-consuming – and very expensive – to integrate for service providers. Simply onboarding partners and creating settlement workflows can take months for every partner added.

OTT partners find the process frustrating and inflexible, too. Some of the most-desirable OTT companies show reluctance to enter into one-off partnerships. Customers also encounter difficulties, with some service providers not set up to handle OTT service basics, like multiple users per account, parental controls, and single sign-on.

And many customers encounter difficulties as well, because some service providers are not set up to handle OTT service basics, like sharing among multiple users within the account, parental controls, and single sign-on across all their services.





# Amdocs Media's MarketONE expands the product portfolio for service providers

You already deliver the connectivity that makes OTT possible. With MarketONE, you become the central element that customers look to for video, music, and more. Customers don't have to juggle multiple relationships. Instead, you can deliver a one-stop shop for premium digital services.



# a closer look at MarketONE

Amdocs Media's MarketONE is powered by a SaaS-based, multi-tenant modular platform that is API-driven and runs on the public cloud, letting service providers monetize pre-integrated partner services, such as content and gaming. You get end-to-end OTT support that includes partner, subscription, and user lifecycle management. The MarketONE UI ties the solution together, making it easy for you to bring OTT products to market quickly – with an experience customers will love.

## With MarketONE, you can:

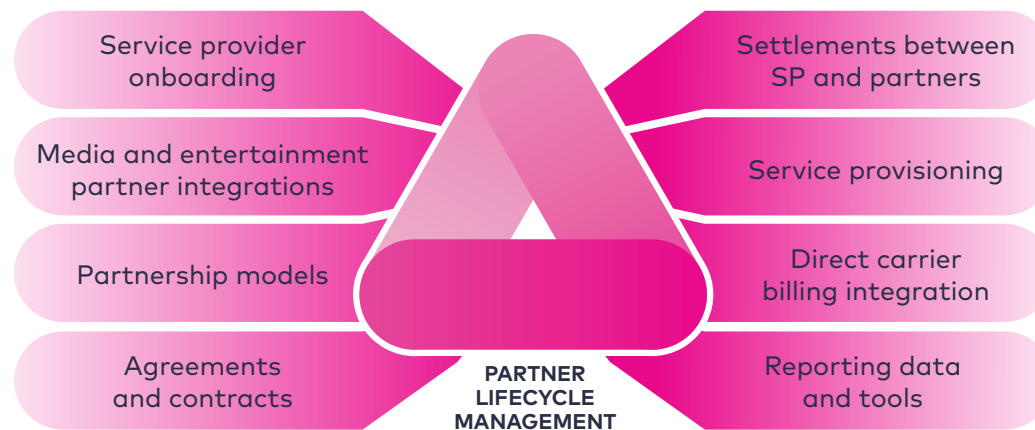
- ✓ Turn partnerships into revenue faster as you dramatically lower partner onboarding and management costs.
- ✓ Win and retain customers by providing frictionless access to popular OTT services.
- ✓ Add flexibility to the way customers pay for services with complete subscription billing.

**MarketONE lets service providers connect their customers to OTT partners**



# agile Partner Lifecycle Management (PLM) lowers costs and speeds time to market

With MarketONE, partner monetization starts sooner so you can focus on OTT monetization – not partner integrations. You can add the OTT partners your customers want quickly. An array of top OTT brands come pre-integrated within. There's no cost to add global partners or to maintain integrations. You contract with the partners your customers want. MarketONE orchestrates provisioning, billing, and other key processes.



**One-to-many approach:** Partners join the platform once and can then partner with any service provider, streamlining onboarding.

**Pre-integrated OTT partners:** Expand product portfolios and shorten time to market by adding ready-to-go OTT options quickly.

**Contract and terms flexibility:** Reach agreements and establish settlement models with pre-integrated partners to drive monetization with your customers.

**Intelligent reporting:** Turn to reporting data to understand user needs and to optimize partner relationships.

**Self-service features and automation:** Support various settlement models along with partner discovery, onboarding, changes, and termination through an intuitive interface.



# deliver the user and subscription experience that keeps customers coming back

MarketONE makes discovering, trying, using, paying for and using OTT partner services seamless for your customers. They won't settle for less. Many customers won't turn to a service provider for OTT services if they encounter difficulties trying to sign-up, pay, or consume the service. The holistic platform connects your customers to OTT partners. Customers can set up and manage multiple accounts easily. Plus, they can pay for subscriptions using preferred methods.



## User Lifecycle Management (ULM)

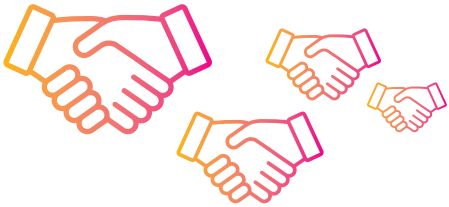
- Integrated digital identity and entitlement management
- Support for service sharing and multiple users per account
- Parental control setup
- Single sign-on for a seamless experience across devices
- Easy transfer of existing subscriptions
- Customer self-service
- User data for offer and promotion targeting
- Privacy and consent self-service support compliance

## Subscription Lifecycle Management (SLM)

- Support for the ways customers want to pay, including card payments and carrier billing
- Seasonal subscriptions and one-time purchases
- Flexible terms without extensive changes to existing systems
- Subscription-related churn prevention, payment reporting, and tax compliance

# Bringing OTT Monetization to Life

Scaling partnerships just got easier



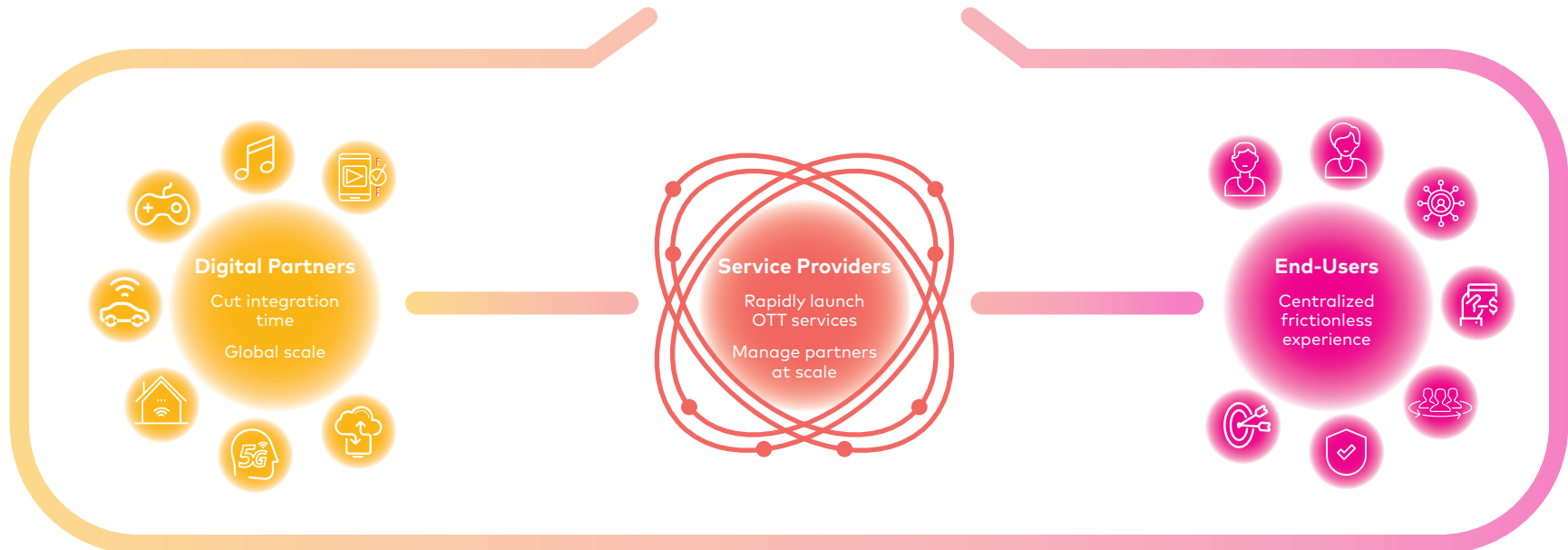
**1,000+** OTT-SP partnerships already formed, reflecting desire to capture value above connectivity.



**MarketONE**



**Over 50%** experienced difficulties when activating bundled OTT services. Frustrating users and increasing customer-support costs.



Getting the experience right for the service provider, partners and end-users with an end-to-end OTT solution



# become your customers' go-to source for all things OTT

With Amdocs Media's MarketONE, you can build customer loyalty and monetize partnerships by delivering OTT services without friction. MarketONE lowers partner onboarding costs and accelerates time to market by connecting you to pre-integrated OTT partners. A user-centric experience along with complete subscription billing attract customers to your OTT partners. Revenue climbs as you become your customers' preferred source for media and more.

Combining partner, user, and subscription lifecycle management, Amdocs Media's MarketONE helps you:

- ✓ Turn partnerships into revenue fast
- ✓ Win and retain customers
- ✓ Add flexibility to subscriptions

**Start monetizing OTT partnerships more effectively today.**

**Learn more at:**  
**[www.amdocs.com/MarketONE](http://www.amdocs.com/MarketONE)**

# about amdocs

Amdocs is a leading software and services provider to communications and media companies of all sizes, accelerating the industry's dynamic and continuous digital transformation. With a rich set of innovative solutions, long-term business relationships with 350 communications and media providers, and technology and distribution ties to 600 content creators, Amdocs delivers business improvements to drive growth.

Amdocs and its 25,000 employees serve customers in over 85 countries. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.1 billion in fiscal 2019.

For more information, visit Amdocs at [www.amdocs.com](http://www.amdocs.com)



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