



The A.I. Zone

Introducing the Future of Pay TV

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Agenda

THE PEOPLE

THE CHALLENGE

THE SOLUTION

THE VALUE

THE QUESTIONS



ABOUT OOYALA

Ooyala helps companies get premium video to market faster, minimize costs, and maximize returns with its full suite of technologies and services.

OOYALA[®] FLEX 

OOYALA[®] PULSE 

OOYALA[®] IQ 

OOYALA[®] LIVE 

VALUED CUSTOMERS



TRUSTED PARTNERS

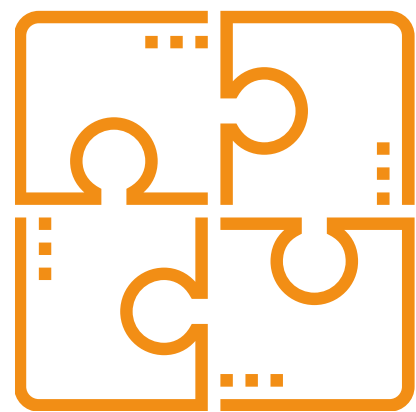


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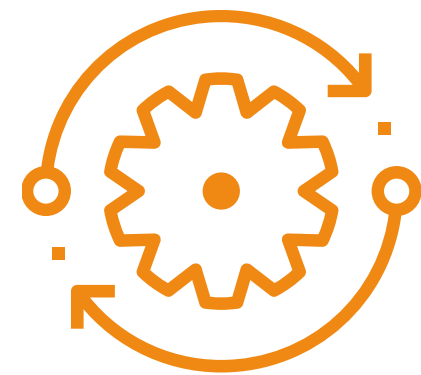


Ooyala[®] FLEX

The premier platform for customers modernizing Media Operations in order to increase profits and efficiency. Ooyala Flex makes technology innovation work seamlessly for our customers throughout their content lifecycle, while maximizing the value of their unique business proposition.



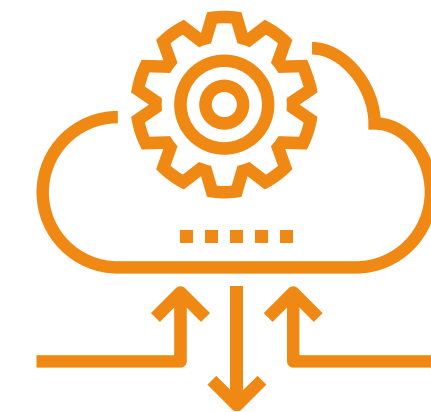
Integrate
Systems and
Processes



Accelerate
Content Flow



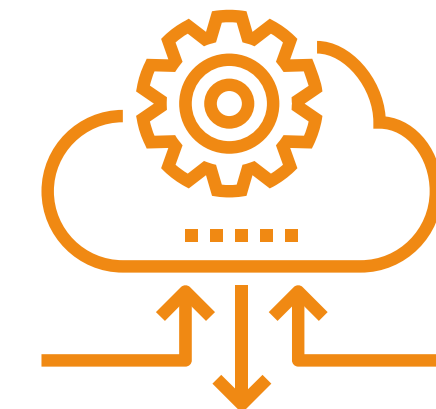
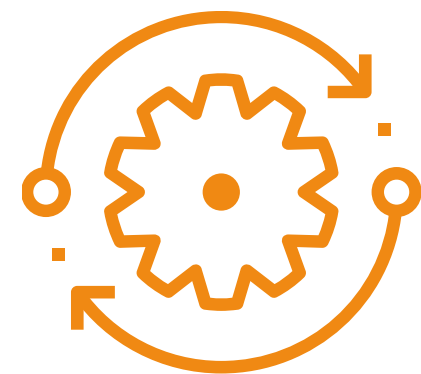
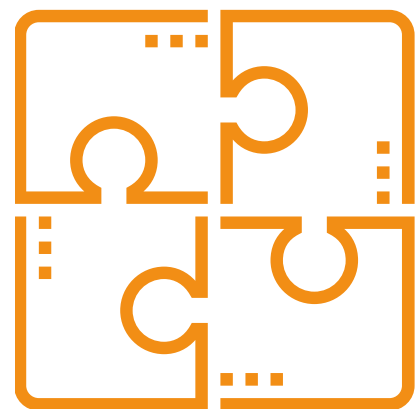
Create a
Single
Source of
Truth



Analyze &
Adapt Faster

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- Dominant provider of TV Apps and Games for MVPD's in North America
- Profitable and growing, with 15 years in operation
- Proven track record of positive ARPU contribution for Operators
- Delivering into 38 million households
- Office locations in Los Angeles and Toronto



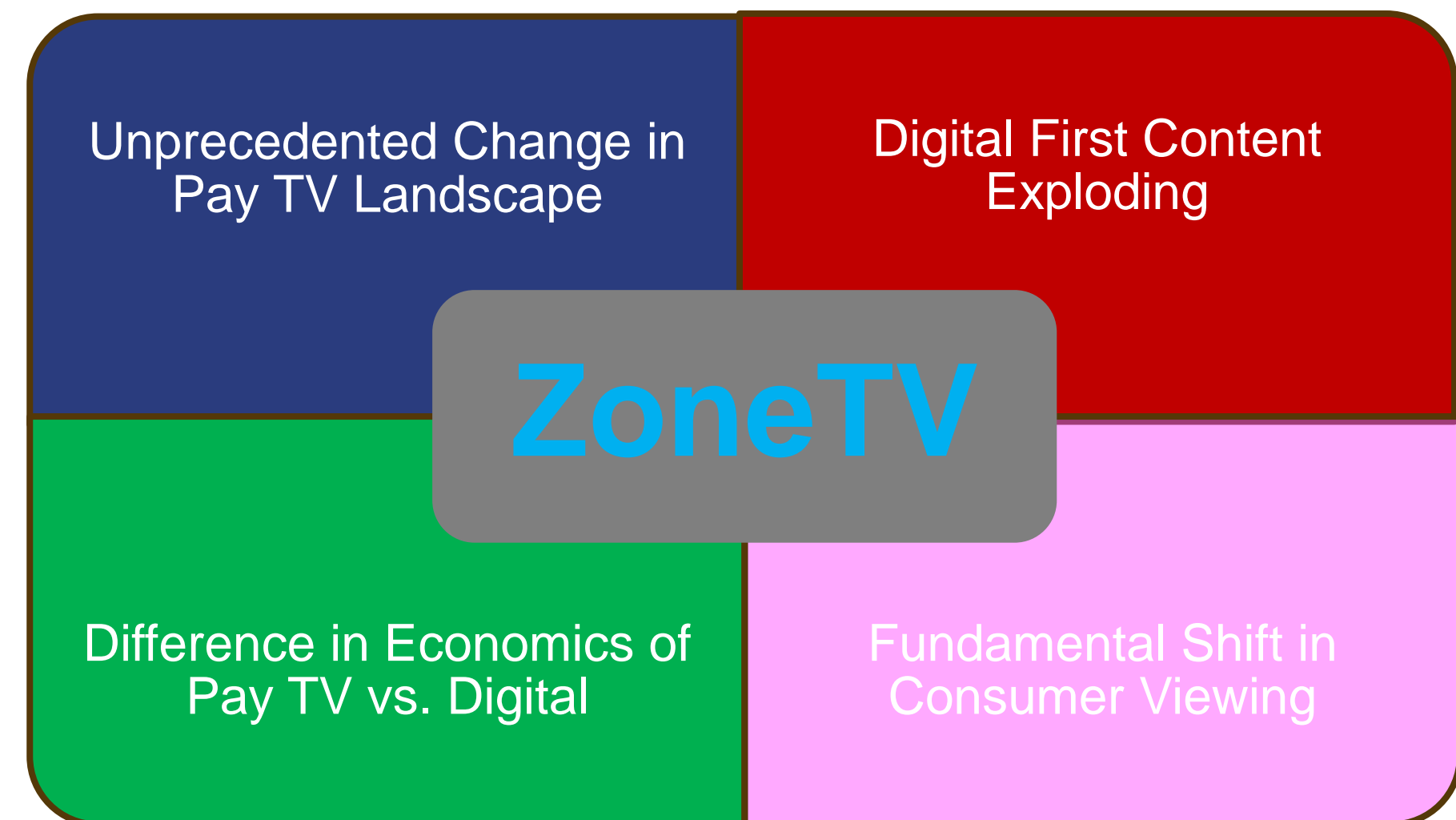
The Industry Challenge



Pay TV remains a large and profitable market

...but consumers are demanding a digital-first experience

... that enhances their entire experience



More Specifically, The Operator and Content Challenge

OPERATOR ISSUES

- Margin Compression
- Bandwidth constrained
- Consumer preferences evolving
- Digital content viewership increasing

CONTENT ISSUES

- Limited access to Pay TV market
- Discovery difficult
- Economics troubling

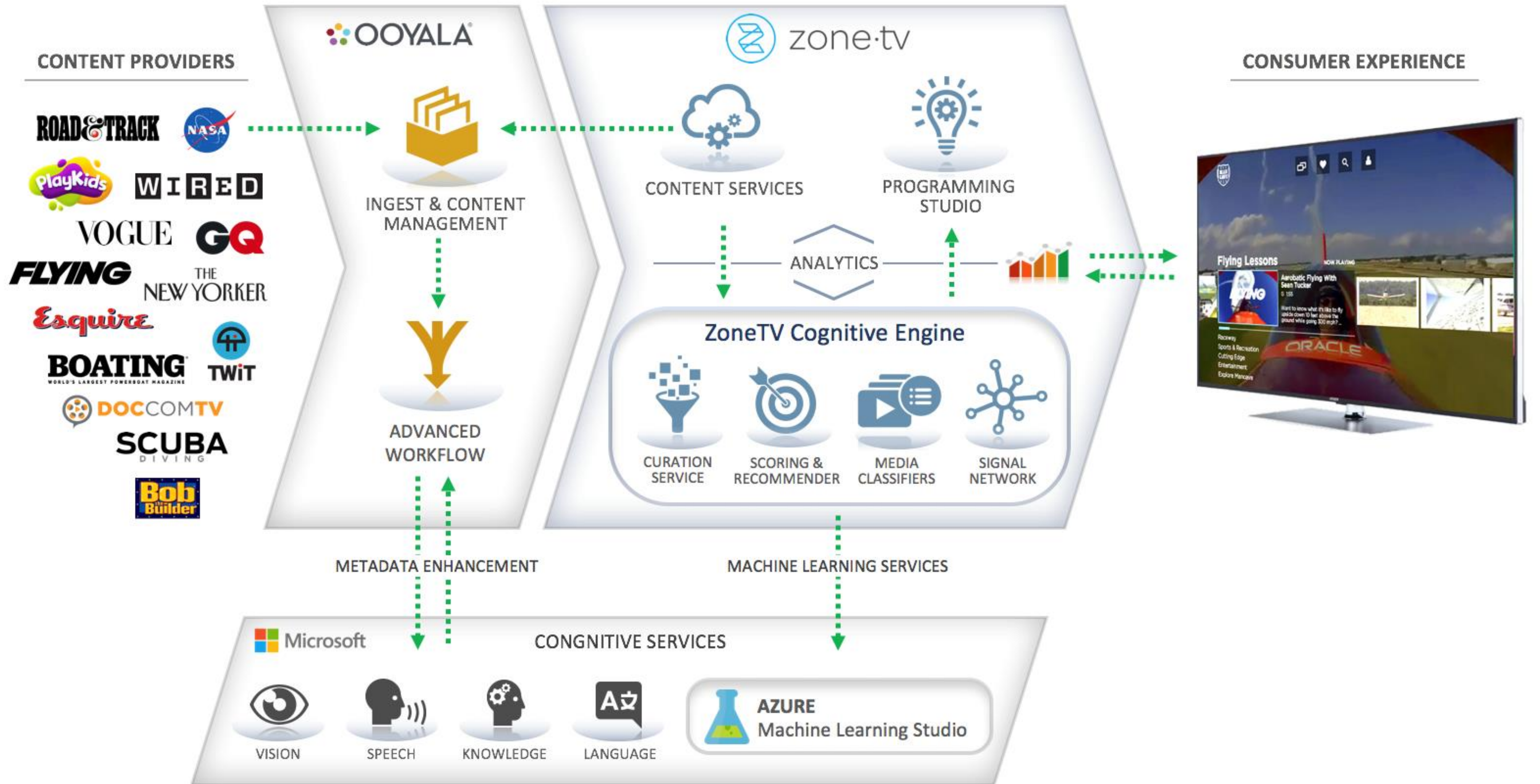
The Solution: The first of its kind personalized TV network, curating the best digital-first content & brands, that Blends Linear and On-Demand Content directly in the EPG



- **3 Key Enablers:**

- Enhanced metadata
- Uniquely flexible UX for PayTV
- AI driven curation

Solution Architecture



Video A.I. is at the Heart of Solving These Challenges

- Improve content discoverability
- Personalize viewing experience
- Increase revenue
- Higher viewership
- Targeted advertising
- Increase content value



The future of television is...

- Pay TV Operators will play an important role for a very long time
- Customers always want great content that is easy
- ZoneTV is bringing a new revolutionary category of content to MVPDs
- Ooyala, Microsoft & ZoneTV are delivering the first linear channels powered by AI
- It is a great time to be in the TV business

...better television

Q&A



Thank You

