

# EVERY SUBSCRIBER COUNTS!

**SUBSCRIBER XTENSION™** helps you build rock-solid relationships with your pay TV subscribers by ensuring a flawless online viewing experience – every time, any device. In addition to handling authentication, the solution provides an unparalleled level of visibility into each and every viewer experience. **SUBSCRIBER XTENSION™** combines that visibility with proactive action (mid-stream and bit-rate switching technologies) to improve and optimize each viewer’s video stream. As a result, you have happier viewers that watch more video.

**SUBSCRIBER XTENSION™** handles everything from the first time your subscriber signs in through the most recent video’s closing credits to ensure a flawless, high-definition viewing experience.

**HBO** "Partnering with Conviva, who has the audience-centric technology and expertise we need, makes perfect sense for us when it comes to HBO GO."

- Greg Fittinghoff  
SVP Corporate Systems and Infrastructure



## Expand the Loyalty with Conviva

The new world of TV Everywhere can be challenging for operators and content owners who need a veteran delivery performance partner who sees the entire picture from authentication to high-quality playback for each subscriber.



### RELATIONSHIP

A seamless viewing experience strengthens bonds with subscribers



### VIEWERS

Simple and secure content access anywhere on any device



### GUIDANCE

Access Control Services to help navigate the entire TV Everywhere model

## Protect Your Subscribers, Protect Your Brand

TV Everywhere preserves and expands the relationship content companies already have with their viewers by extending it to all digital platforms. The resulting complexities of affiliate networks, new platforms, security, and a myriad of other layers must be insulated from the viewer to create an uninterrupted, high-quality viewing experience.

Conviva’s **SUBSCRIBER XTENSION™** represents the **only solution to a viewer-centric and seamless TV Everywhere experience.**

**SUBSCRIBER XTENSION™ – Every Subscriber Counts**

- + One seamless experience in an **authenticated** environment
- + Intelligence to proactively **optimize** the viewing experience for all content across multiple subscriber devices
- + Complete **visibility** into each and every subscriber’s stream and viewing experience across each MVPD
- + 360-degree automated **protection** of content and audience

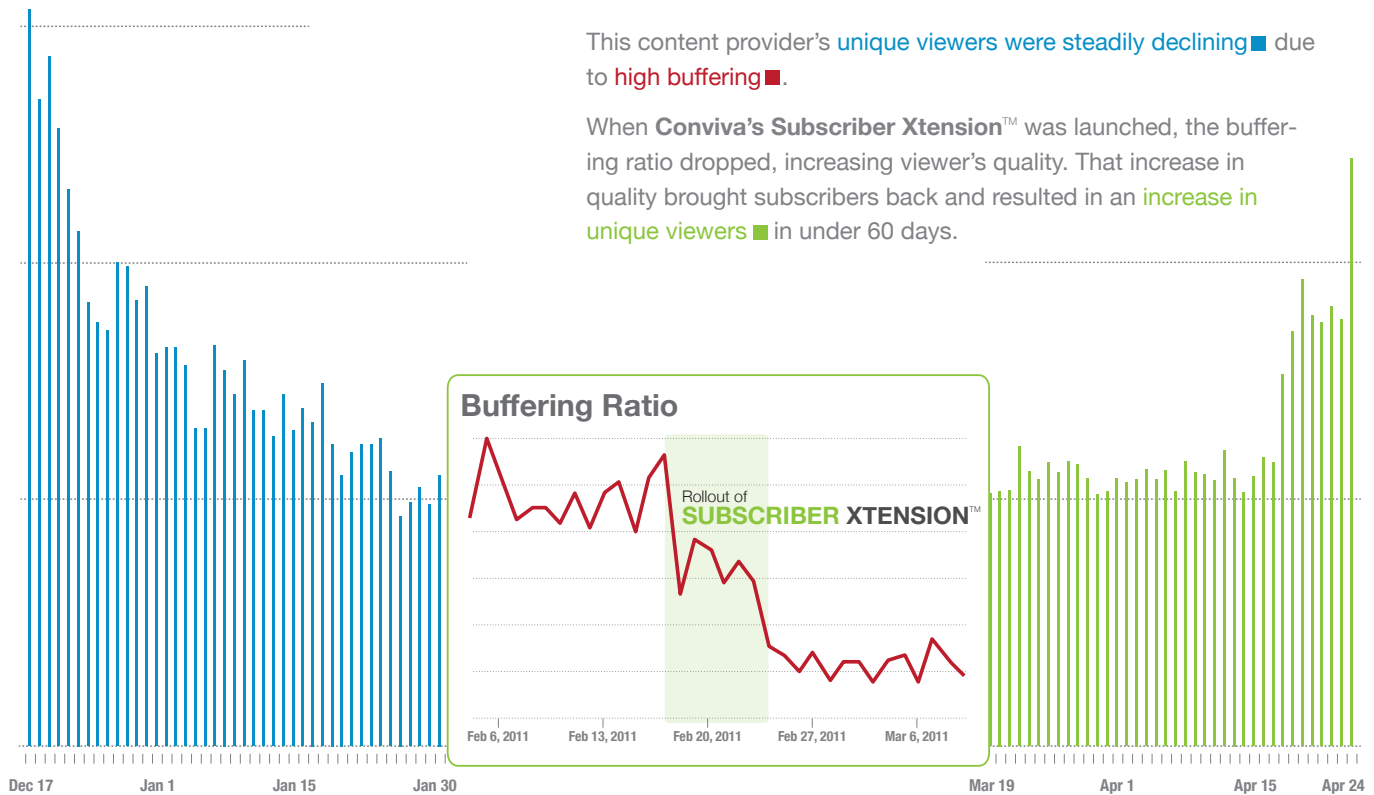


**Extend your reach.  
Protect your brand.  
Satisfy your subscribers.**

**An Improved Experience Builds Audience  
Unique Viewers**

This content provider’s **unique viewers were steadily declining** due to **high buffering**.

When **Conviva’s Subscriber Xtension™** was launched, the buffering ratio dropped, increasing viewer’s quality. That increase in quality brought subscribers back and resulted in an **increase in unique viewers** in under 60 days.



\* Content owner’s actual data before and after Subscriber Xtension™ rollout