

# Maximize the Value of Your Customers' Multi-Screen User Experience

With the pay TV landscape more competitive and dynamic than ever, cloud-based services are becoming increasingly important for your business. A new pay TV bundle of broadcast and OTT services that fully leverages the cloud is emerging to help you find new ways to win in today's crowded video marketplace. In order to offer premium video experiences, reach new market segments, and capture a greater share of the consumer's video wallet, you need a platform addressing diverse broadcast and OTT use cases. Synamedia's Infinite Platform is just that platform, helping you make the most of the new bundle.

## Securely Deliver and Monetize the New Pay TV Bundle

Infinite is a cloud platform enabling you to process, distribute, secure and monetize the new pay TV bundle – a unique combination of broadcast/OTT content and innovative services – across all screens. Entice consumers with personalized web and application experiences to increase acquisition and engagement. Drive adoption and maximize value through promotional offers and micro-payment models to accommodate the latest consumer purchasing behaviors. Offer recommendations and federated search with voice control to make it easier for consumers to discover and access their favorite catalogs.

Now you can also operate your growing business with greater ease by:

- expanding catalogs in current markets
- extending services across regions
- developing new niche and/or local services to realize your objectives

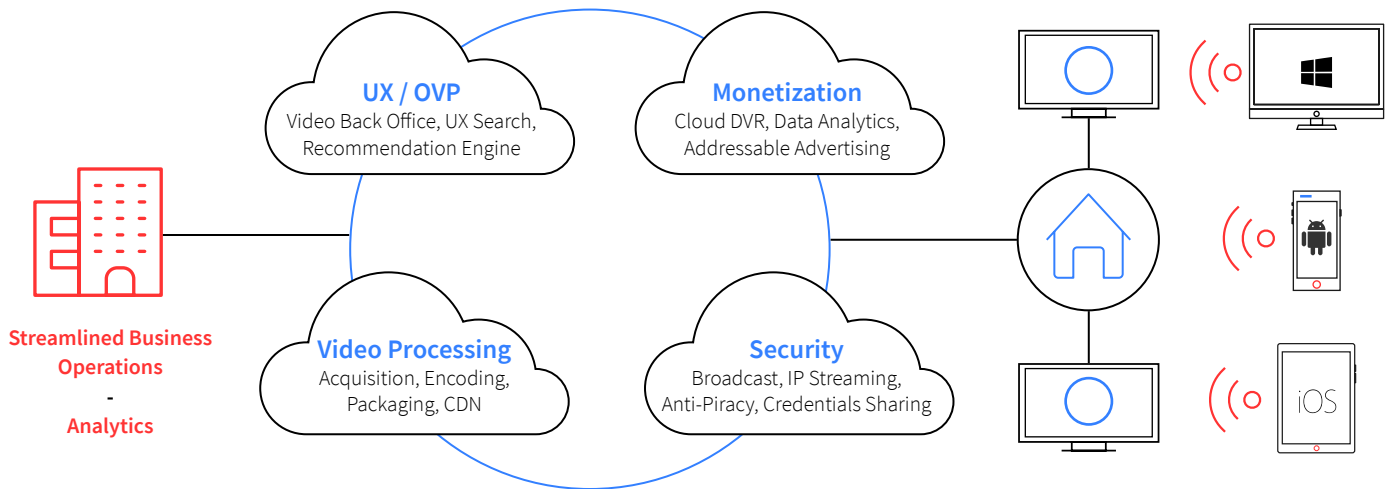
Infinite supports multiple services under unique brands to help you penetrate new market segments more effectively and at scale. Equipped with an intuitive business operational console, the platform enables seamless management of media workflows, consumer onboarding, content offers, dynamic content catalog curation, and other routine tasks.

Leveraging decades of Synamedia video expertise, the end-to-end platform ensures secure delivery of premium video. Featuring data analytics that provide valuable customer insights, Infinite gives your product, content and marketing teams a single platform to create new sources of revenue through addressable advertising, targeted campaigns, and other marketing activities.

### Highlights

- Grow your value with the new broadcast/OTT pay TV bundle
- Diversify your offering and extend reach
- Securely provide premium video experiences on all screens
- Support multiple monetization models and services under one platform
- Improve your operational efficiency and agility





## Features and Benefits

### Enhance value to your subscribers and your business

- Provide multi-screen OTT services to broaden your customer offering
- Personalize offers and deepen customer engagement to improve the user experience
- Harness data analytics and addressable advertising to drive new revenues
- Ensure a total security solution including anti-piracy and credential sharing prevention to protect your business

### Maximize your cloud infrastructure

- Leverage virtualization technology to deliver innovative experiences
- Apply digital marketing and payment tools to enable targeted, personalized offers
- Dynamically scale your service offerings to meet growing consumer demands

### Harness multi-brand business models, services and operations under one platform

- Operate several brands over the same infrastructure to expand your business
- Offer a range of common branded services to reduce operational complexity
- Extend service coverage across multiple geographies to penetrate new markets

## Understanding Multi-Brands and Multi-Opcos

Infinite supports new business models that accompany service providers who are becoming increasingly diverse, specialized and international.

**Multi-Brands:** Some service providers are offering pay TV services under multiple brand names, with each brand featuring a specific go-to-market strategy targeting unique consumer segments.

**Multi-Opcos:** Some service providers are operating as a “parent” company that works with retail partners in the same or other regions to distribute pay TV services to consumers under unique brands.

## About Synamedia Video Platforms

Synamedia is the number one provider of video platform and delivery solutions for satellite, cable and telco pay TV service providers. Our platforms provide customers with comprehensive solutions for managing broadcast and OTT media workflows, securing video content and services, and delivering user experiences across all screens. Leveraging proven platforms and 30 years of experience, Synamedia enables you to stay competitive today and smoothly migrate to an all-IP, cloud solution over time.

## Next Steps

To learn more about Synamedia’s Infinite cloud-based video platform, please visit [here](#).

For more information, [contact us](#).