How to Attract and Keep OTT Subscribers by Leveraging Data and Personalization?
Agenda

NeuLion & Streaming Media East
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Phil Green
Vice President, Business Development
Why Personalization Matters?
Consumers are more connected than ever before

- 213.3 million online US adults
- 70% use smartphones
- 4.3 average connected devices
Why Personalization Matters?

Content Owners align technology priorities to meet rising expectations

"Which technology and implementation investments are the highest priority for your web and mobile initiatives?"
(Please pick the top five) *

- 69% Redesign the user experience
- 68% Deliver personalized experiences
- 46% Customer self-service capabilities
- 38% Integration with back-end systems
- 37% Mobile-enable our websites
- 32% Business practitioner tools
- 32% Create agile teams for development
Personalization is Key

Content driven personalization is the priority, and is no longer just a ‘nice to have’

What parts of the experience are you personalizing?
(Please select all that apply)

- Content on the website: 75%
- Promotions/product offers: 55%
- Product recommendations: 49%
- Reminders and alerts: 44%
- Content on the mobile app experience: 32%
- Screen layout: 28%
Who are the leaders in personalization?
UFC Fight Pass

**Commercial Model**
- Subscription
- Pay-per-view

**Key Features**
- All fights live and on-demand
- Fighter statistics
- Event timeline markers
- Multiple video angles and audio streams
- Real-time Fan Scoring
- 7 Day Free Trials

**Devices**
- PC/Web
- iOS and Android
- Apple TV, Chromecast, Roku, Amazon Fire TV
- Xbox One and Xbox 360
- Samsung TV, LG TV and Sony Android TV
UFC Fight Pass

EXPERIENCE UFC LIVE WITH UFC FIGHT PASS

With UFC FIGHT PASS, you get unrestricted access to International UFC Fight Nights and early preliminary bouts known as Exclusive UFC FIGHT PASS Prelims.

START YOUR 7-DAY FREE TRIAL
Customize Your Experience

**PERSONALIZE YOUR EXPERIENCE**
Use your UFC FIGHT PASS profile to make your experience personal. Follow your favorite fighters and types of fights to reveal specially curated Collections. And get alerts when new content is available, like behind-the-scenes exclusives.

**WATCH IT ANYWHERE, ANYTIME**
UFC FIGHT PASS lets you stream all the action from any device - your computer, tablet or smartphone. You can add videos to your queue, mark your favorites and pick up watching wherever you leave off. Convenient and customized.

**LOOK INSIDE THE ORGANIZATIONS & FIGHTERS**
Watch hundreds of past events from MMA organizations such as PRIDE, Strikeforce and Invicta FC. Plus, dig into fighter profiles to see past fights and highlights, and be the first to know when new events are announced. Stay connected with UFC.
Pick Your Package

Pick a UFC® FIGHT PASS™ Plan
Start your 7-day free trial with any plan

Fight Pass
USD$9.99
with 6 month commitment

Fight Pass
USD$8.99
/ Month
with 6 month commitment

Fight Pass
USD$7.99
/ Month
with 12 month commitment

Your 7 day free trial will last until 12/16/2016
Ultimate Fighting Championship

UFC TV and UFC Fight Pass enabled by NeuLion offers UFC fans live pay-per-view events and an OTT subscription package from the world's largest mixed martial arts company.
BTN2Go

Commercial Model
• Authenticated and Subscription

Key Features
• US domestic and international versions
• Linear TV Channel with EPG
• Live and VOD Sports
• Subscription packages by college
• Integrated stats
• Mid-roll ad insertion
• Social sharing
• Multi-event viewing

Devices
• PC/Web
• iOS: Phone and Tablet
• Android: Phone and Tablet
Ultimate Fighting Championship (UFC) TV and UFC Fight Pass enabled by NeuLion offers UFC fans live pay-per-view events and an OTT subscription package from the world's largest mixed martial arts company.
How to attract and keep new subscribers?
Intelligence and insights that drive effective business outcomes.

NeuLion ACE Analytics allows data to be collected, segmented and made actionable all in one place maximizing retention and revenue.
The OTT Marketing Challenge

NeuLion ACE Analytics, gives you all the tools needed to leverage business intelligence and make decisions to drive growth, quality of service and quality of your OTT or TV Everywhere experience.

NeuLion ACE Analytics helps you drive

- Increased Conversion Rate
- Higher Profits
- Increased Loyalty
- Increased Retention
- Improved User Experience
- Increased Lifetime Value
- Faster Product Delivery
- Reduced Churn and Confusion
Core insights and intelligence to drive growth.

Customer Lifecycle Management

MAXIMIZE CUSTOMER VALUE

View the complete customer lifecycle and the opportunity to capitalize on the optimal points for driving conversion.

Video Consumption Trends

MEASUREMENT AT EVERY LEVEL

Understand engagement trends to inform programming and trigger-based marketing campaigns.

Multi-Screen Usage

ENGAGEMENT ON ALL DEVICES

Monitor and optimize your device mix for increased lifetime value and a deeper view of multi-screen behavioral analytics.
Watch Data
- e.g. time watched, location, devices sued, content viewed

User Data
- e.g. transactional data, purchases, registered devices, cancellations

Support Data
- e.g. support incidents, incident type, ticket resolution time

Raw Data

Insights
- NeuLion Ace Analytics
  - Reports
  - Insights
  - KPIs
  - Segmentation
  - Lifetime Value

Actions
- Marketing Programs
  - Promotions
  - Packaging Changes
  - Communications
  - Recommendations

Results
- Up-sell
- Increase Renewals
- Increase Usage
- Reduce Churn
- UX Changes
UFC FIGHT PASS Case Study
Using Watch Data to Acquire New Customers

UFC FIGHT PASS is the OTT Network for MMA fans of all stripes. During the campaign period below, we created lookalike audiences based on three separate criteria. Each pool only saw creative relevant to them.

1. Likely MMA Fans
2. Jiu Jitsu Fans
   (attract these fans to a live Jiu Jitsu event that was exclusively on UFC FIGHT PASS this weekend.)
3. MMA Fans & App Lovers
   These are MMA fans that are most likely to watch content via mobile app.
NeuLion Digital Platform

How UFC uses NeuLion Data

**Watch Data**
- NeuLion watch data helps us understand what people watch, how much they watch, and what they may be likely to watch. Are they addicted to a certain show or genre? We may market to them a similar show, or we may use them as a seed audience to target people “just like them.”

**Support Data**
- This data allows us to stay on top of customers that may have experienced an issue, whether it be a strong opinion about a show, a customer service issue or a technical one. By analyzing this data we can predict who is likely to churn out and target them with an offer that may help us retain the customer.

**Billing Data**
- Billing data can inform us as to buying habits of customers as well as when they hit certain spend limits that may put them into certain marketing pools. These can be campaigns to reward loyal customers, activate dormant customers, upsell customers, or even offer companion products.
Results

Watch Data

This is just one example of how we use watch data to acquire new customers. In this case we took advantage of the fact that UFC FIGHT PASS was airing an exclusive event in the coming week. We could target a very specific type of fan, allowing us to narrow our target and very efficiently acquire new customers we otherwise may not have been able to reach.

Other Ways to Use Watch Data

We also use watch data to inform customer acquisition for event ticket sales. For example, those that watch The Ultimate Fighter, may be targeted or be used as a seed audience to find people that are likely to buy tickets to see the finale live in Las Vegas.
Thank You!