

open network scalability simplification  
cloud  
NAS ecosystem  
Home gateway  
partnership  
everywhere  
home sharing

virtual life management  
connectivity

OTT incubation

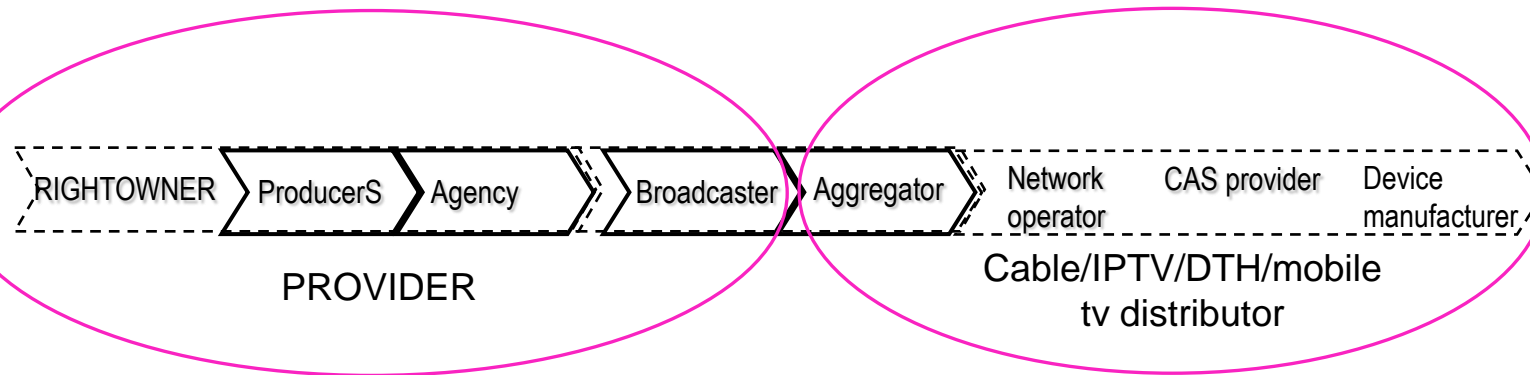
enabling  
Venture  
seamless  
mobile devices

multimedia  
network into the home  
app store model

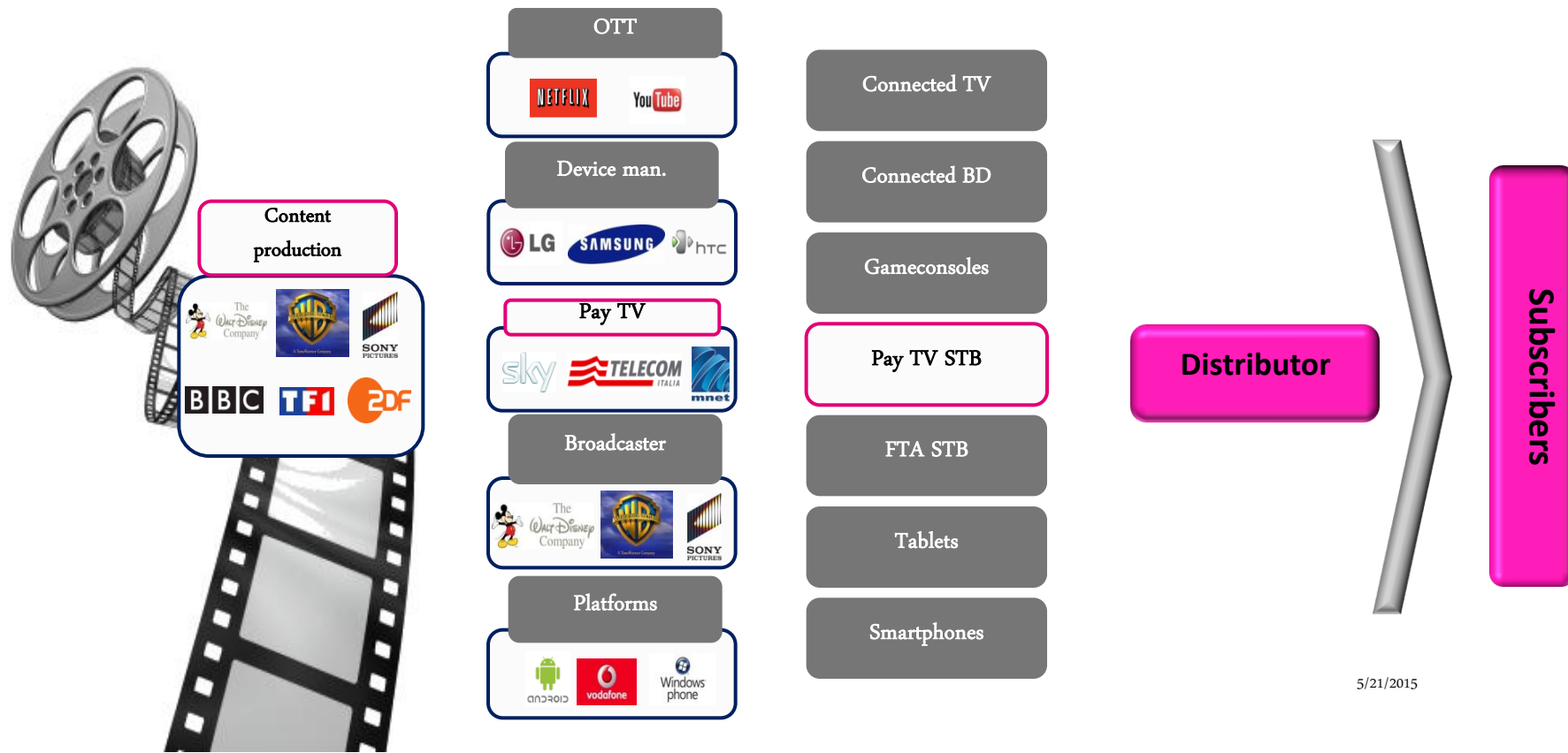


TVGO is from AN  
OSTRICH WHO CAN  
HUNT!

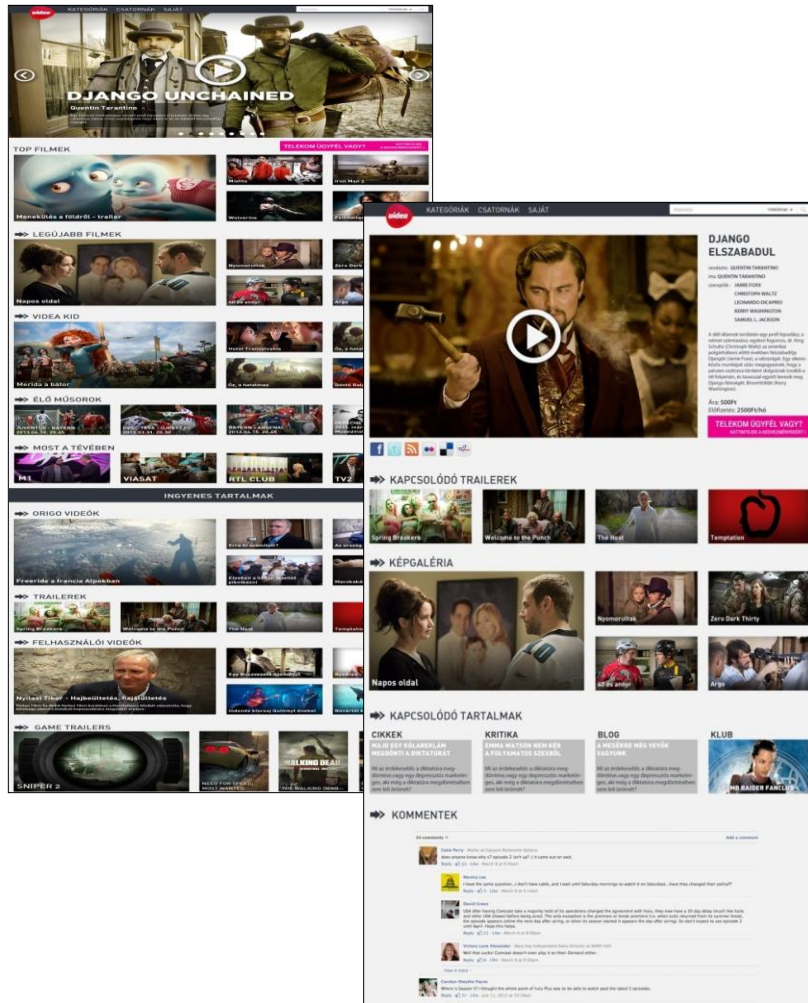
# VALUE CHAIN IS CHANGING: FEEDING EAGLES?



Subscribers



Go go go = joyful experience



## Online philosophy

### OTT

TVOD, SVOD, adVOD, UGC Gaming, Gambling, etc.



Opinion sharing, forums, blogs, ranking, critics, news, etc.

### Targeting & communication:

Primary target group: ESOMAR A+B

### Communication:

Gerila marketing (by social networking)

Brand & image campaign

Recommendation & searching engine

User friendly frontend

## Editorial background

effortless

seamless

Quality of Experience

multi device

customized

attractive

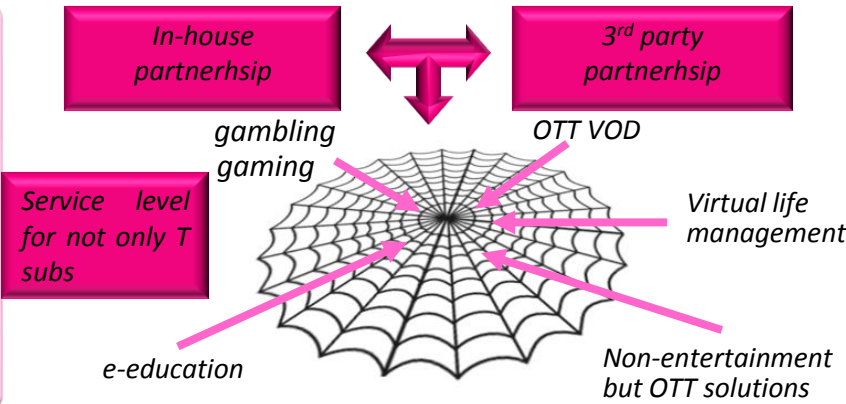
futureproof  
entertainment



EGYÜTT. VELED

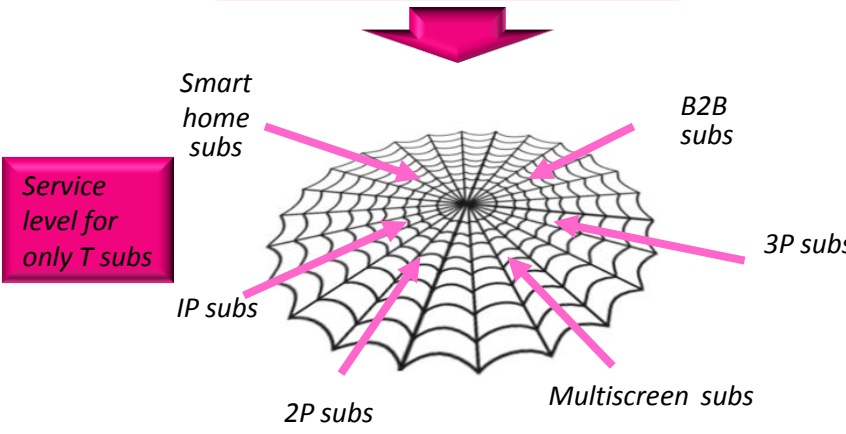
# Spidernet model : shepherd consumers to 3A world

Non SKY field = OTT



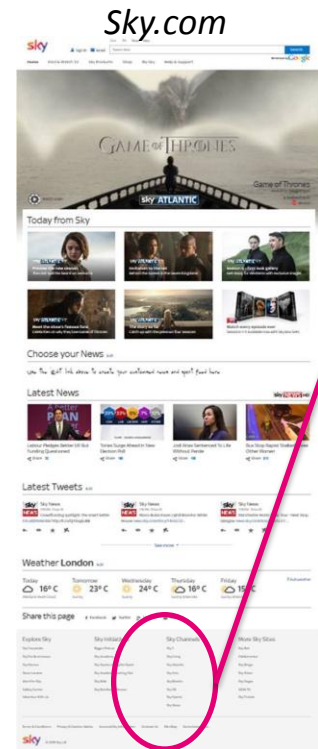
**Positive discrimination for SKY subs making them anchored**

SKY field

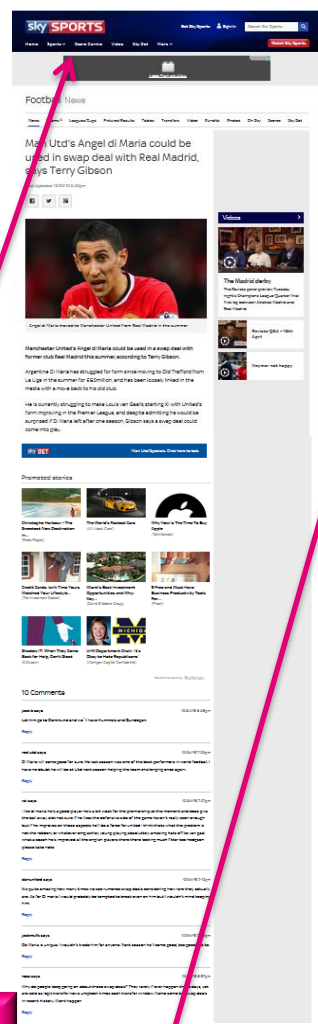


- Attract Y/Z-generation by new OTT solutions for providing cool content & solution
- Next generation ensures Ostrich's future subs & profitability
- Spidernet is the tool for integration of all subs

How Sky solved it?



**skysports.com**



**skybet.com**



Thank you



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