

Where Do We Go With Video?

ICA Annual Meeting & Expo

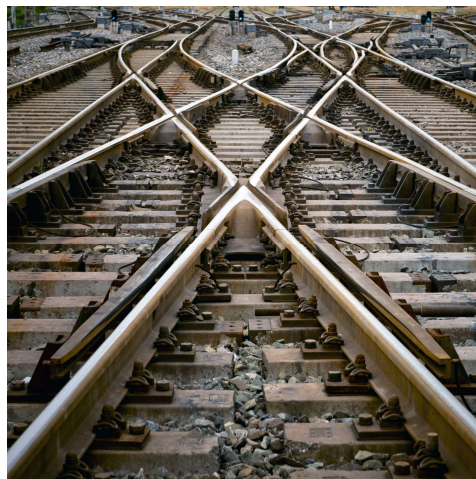
Jean Edlund, Video Product Partner



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AT A CROSSROADS

**KEEP
VIDEO?**



**DROP
VIDEO?**



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CURRENT SITUATION

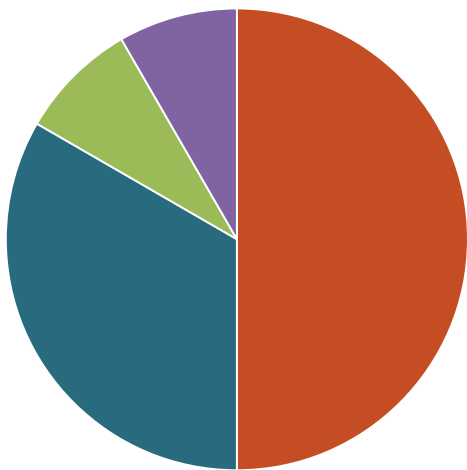
- **Just finished Retransmission Consent Negotiations**
 - Increases ranging from 12-20% (average cost of local broadcast stations over \$30)
 - FCC All-In Pricing Order – must eliminate Broadcast, RSN Surcharges by end of the year
 - THE PROBLEM STILL EXISTS!
 - These stations are FREE with antenna
 - vMVPDS negotiate with the networks, not the stations
 - vMVPDS are not subject to FCC rules



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CURRENT SITUATION

Cost of your TV Package



- **Continue to Educate Customers**
- **Charge enough to have a profit (even if small)**



■ Broadcast channels ■ Technical costs ■ Taxes, Franchise fees ■ Profit

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CURRENT SITUATION



- **Shift to Streaming Services**

- Peacock (NBC) – exclusive games (NFL, Big Ten sports)
- Content on Streaming same OR BETTER than linear channel
 - Cheaper for consumer than for operator
- Streaming Services allow the Ala Carte and Flexibility we have been trying to get for years
 - FuboTV suing the FOX/ABC/Warner JV (FTC also investigating)



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CURRENT SITUATION



\$5.99



\$5.99

COMING SOON



FOX

\$50

tru^{TV}



hbs

Each service includes Broadcast and Cable Network content
ALA CARTE PRICING = \$61.98



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STREAMING VIDEO – US vs THEM



LOWER PRICE POINT FOR SEVERAL REASONS



Low Operational Costs



They really want your data.



Retrans fees are significantly less dealing with network owner vs station owner.



Certain expensive channels not part of their lineup



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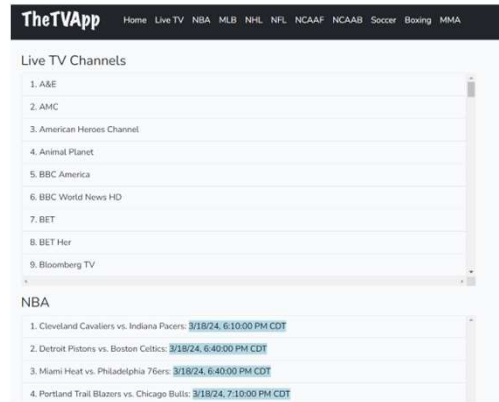
CURRENT SITUATION

- **Consumer Frustration & Desperation**
 - Confusion on where to find content
 - Frustration over the number of services needed to watch desired content
 - Cost of Video (whether streaming or traditional video)
 - More and more illegal, pirated sites/services being used
 - Content providers need to combat these with urgency
 - Be prepared for the “side effects” of these sites



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CURRENT SITUATION



STRATEGIES TO BE SUCCESSFUL IN VIDEO

- MUST charge enough to cover all costs and make profit
- Keep up with technology – converting to streaming
- Partnerships that differentiate your product
 - LOCAL content (Landmark Live Cam, HS activities, etc.)
 - Free or Discounted Streaming Services for our customers


Plans ▾ Phones & devices ▾ Deals ▾ Coverage ▾ Join Us ▾ Find a store Contact & support ▾ Cart Search My account

Streaming Travel Entertainment More

Enjoy exclusive streaming perks & discounts.

NOW INCLUDED WITH GOSG NEXT


Apple TV+ ON US.



Get started

STREAM YOUR FAVORITES


Netflix ON US.



Get started

GET IT WITH GOSG NEXT

Hulu ON US.





Get started

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No annual contracts. No limits. Simply smarter wireless.

Taxes and fees are always included, so you'll pay the same price every month.






Get 4 lines for \$120	
2 LINES	\$90
3 LINES	\$120
4 LINES	\$150
5 LINES	\$180

Sign Up In Store

Upgrade My Plan

During congestion, heavy data users (>35GB/mo. for most plans) and customers choosing lower-prioritized plans may notice lower speeds & Metro customers may notice lower speeds vs. T-Mobile, due to data prioritization. Streaming at 480p. Unlimited on handset and on network only.



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Disney Bundle, Walmart+ (with Paramount+), Apple One

Get select phones on us, or save up to \$830 w/ trade-in

If you love streaming the latest hits

\$90/mo*
\$100 w/ Auto Pay
Save \$6.00/mo

Unlimited Plus \$80
 • 5G Ultra Wideband
 • 30 GB premium mobile hotspot data¹
 • Save up to 50% off data plans for Watch, Tablet & more
[Review details](#)

Perk
Netflix & Max (With Ads)


By continuing, you agree to selected perk [Terms & Conditions](#).


[Add popular plan](#) [Customize this plan](#)


Get select phones on us, or save up to \$830 w/ trade-in

If you love movies, series & sports

\$100/mo*
\$110 w/ Auto Pay
Save \$12.00/mo

Unlimited Plus \$80
 • 5G Ultra Wideband
 • 30 GB premium mobile hotspot data¹
 • Save up to 50% off data plans for Watch, Tablet & more
[Review details](#)

Perk
Disney Bundle \$10

 hulu Disney+ ESPN+

Perk
100 GB Mobile Hotspot \$10


By continuing, you agree to selected perk [Terms & Conditions](#).

[Add popular plan](#) [Customize this plan](#)



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More With Cricket



Our 5G network rocks!

Our fast, reliable 5G network keeps you connected. Available on all plans.

Cricket 5G requires compatible device and is not available everywhere. For 5G coverage, see cricketwireless.com/max.

[Explore 5G](#)



Get 4 lines for \$100

Our 5G plans are perfect for families on a budget. Get a line for \$25 each when you get four lines.

*Four lines required. Discount varies per line. Additional fees, usage & restrictions apply. Cricket 5G requires compatible device and is not available everywhere. For 5G coverage, see cricketwireless.com/maps. [See details](#)

[Shop plans](#)



Upgrade your entertainment with Max!

Stream the latest hit movies and more with Max with ads, included on the \$60/mo. unlimited plan.

Phone plans streams video at SD quality. Online account required for Max with ads access. Programming and content subject to change. Additional fees, usage & restrictions apply. [See details](#).

[Discover Max](#)



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TIME TO EXIT VIDEO?

- Not willing to negotiate contracts or invest in upgrades?
- Less than 20% of your customers subscribe to video
- Is your staff equipped to manage the product?
- Competitive marketplace – will a customer drop your internet if they lose video?



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FUTURE OF VIDEO

MDUs, COMMERCIAL

- **Business accounts don't want to stream**
 - Current technology not user friendly in some MDUs and restaurants
 - Hospitals, Nursing Homes just want a tv solution that is hassle-free



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TIME TO EXIT VIDEO?

- Provide programmers 60-90 days notice
- Give customers 6 months notice
 - In-person training for streaming options
 - Partner with vMVPDs (DirecTV Stream, Fubo, YouTube TV)
 - MyBundle, Suppose TV help customers choose best option
- Partner with Local Iowa Service Provider to keep local video option



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DISCUSSION

Questions or Comments?

THANK YOU!



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