

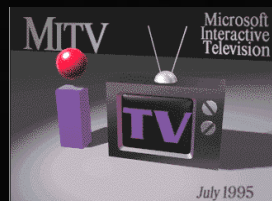


INOVAÇÃO

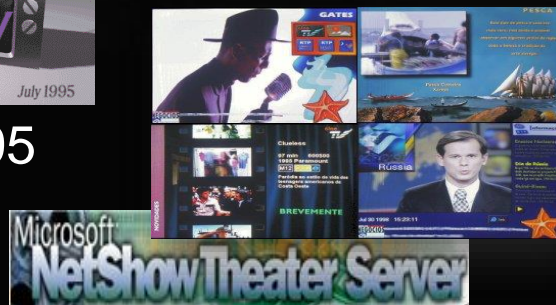
Content + Interactivity
as a key differentiator



Pioneers of Interactivity



1995



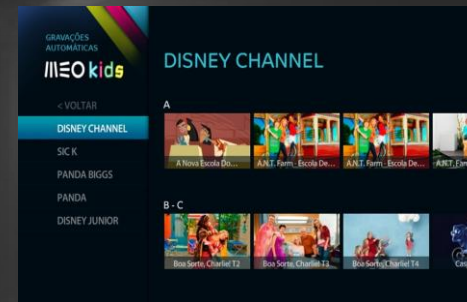
1998



2001



2006



2013

2020



Improve customer service

- Put the power on customer's hand
- Give immediate access to Premium content without leaving the sofa
- Take advantage of impulsive purchase and self fulfilment
- Reduce friction and operational cost in customer service



Put the power on customer's hand



Give immediate access to Premium content without leaving the sofa



Allure new segments

- Personalized TV experience focused on segments with subscription influence
- Service tailored for different audiences and contents
- Churn reduction by a interactive, personal service linked to a pleasant experience

Personalized TV experience focused on segments with subscription influence



From common to exclusive

- Interactivity used to create exclusive content from general available one
- Add value to linear programming with contextualization and additional on-demand content
- Make the interactive dimension a natural usage reducing churn and increasing engagement



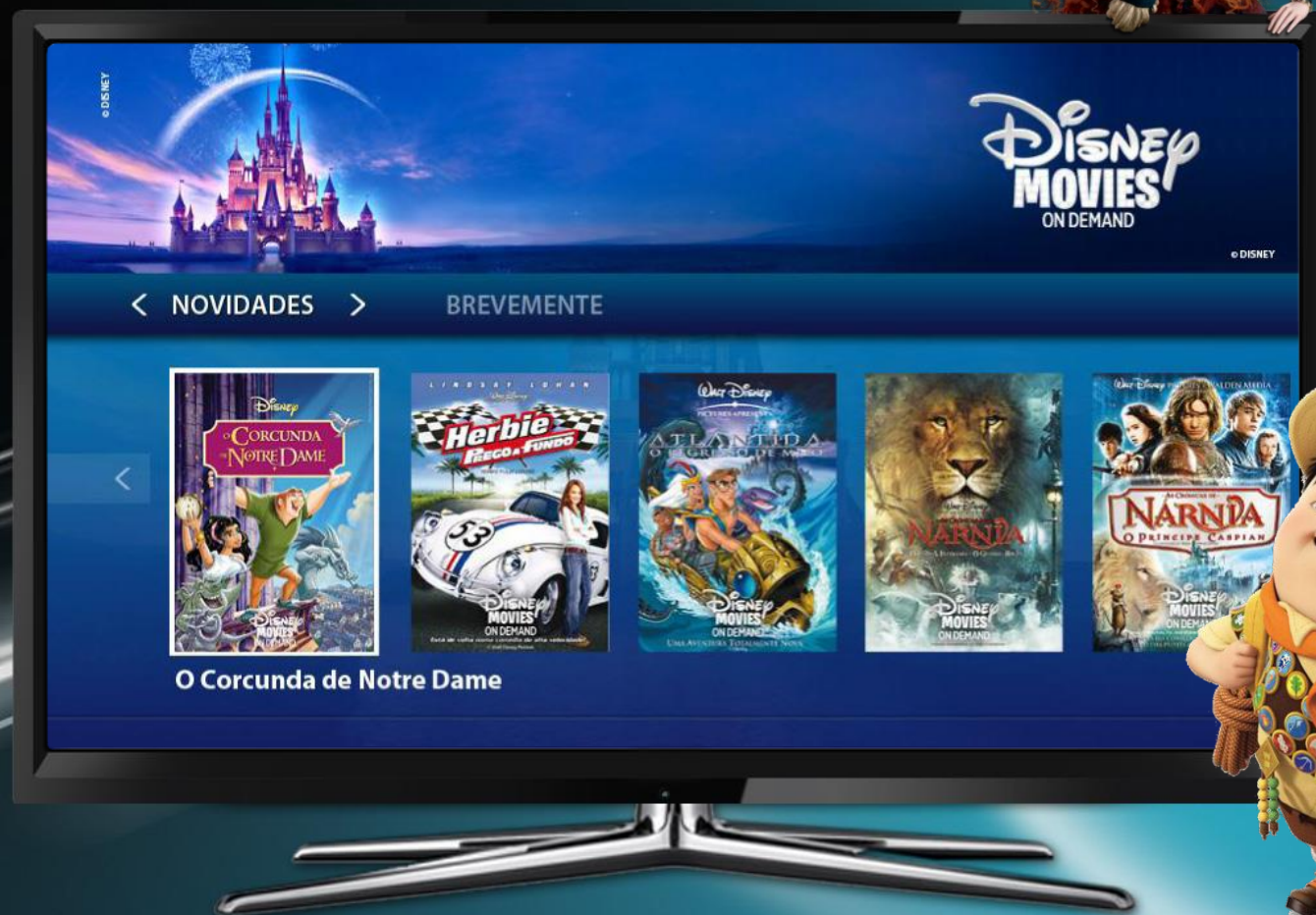
Add value to linear programming with contextualization and additional on-demand content



Giving context to Premium content

- Improve content presentation adapting it to the user consumption context
- Make purchase just a button away
- Explore additional payment or subscription schemes
- Easy self promotion

Improve content presentation adapting it to the user consumption context



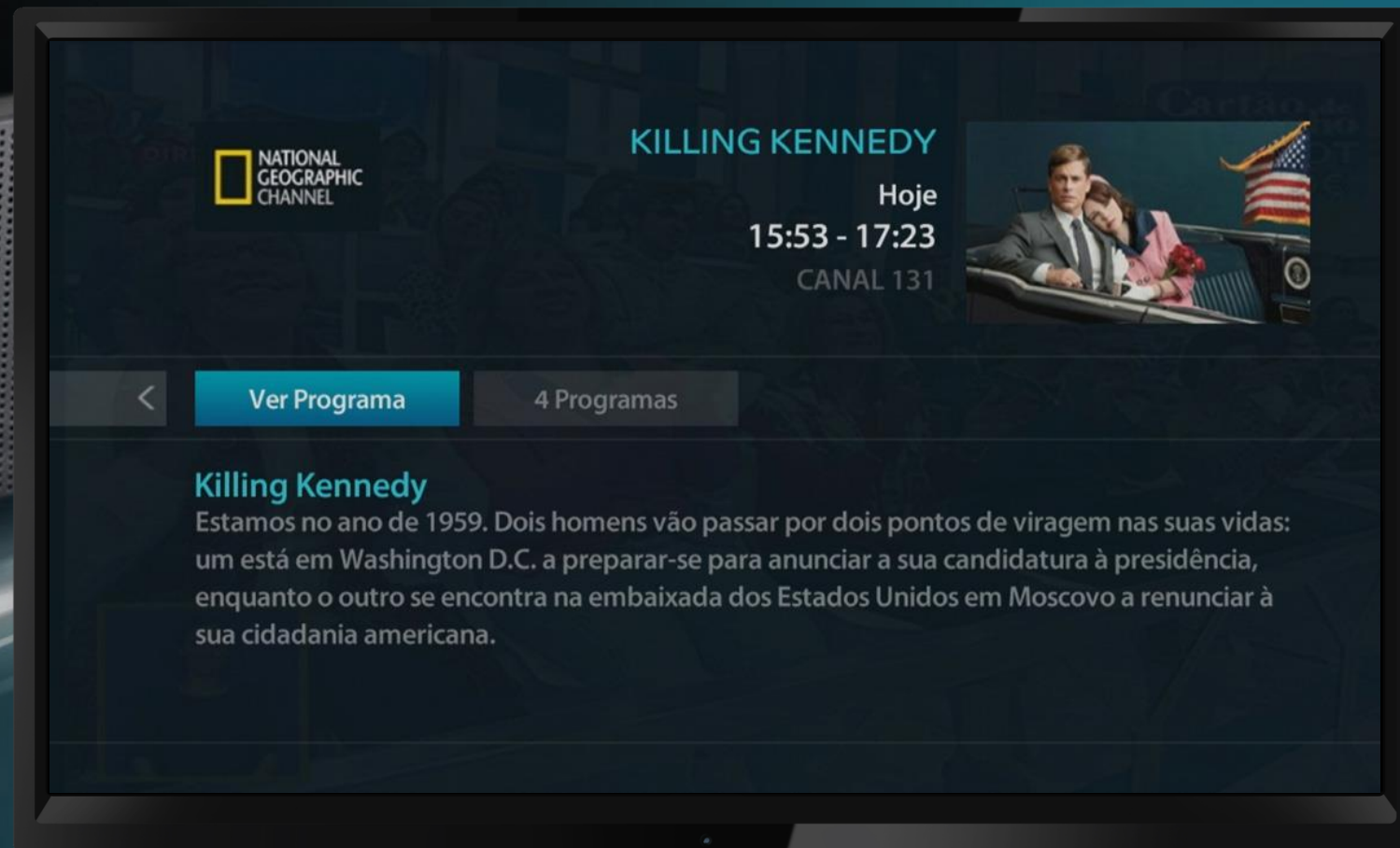
Changing TV watching forever

- Match the offer to the TV viewer's routines and availability
- Suppress the concept of time in TV watching
- Allow the viewer to decide what, when and how he views TV, freeing him from pre-canned timings

Supress the concept of time in TV watching

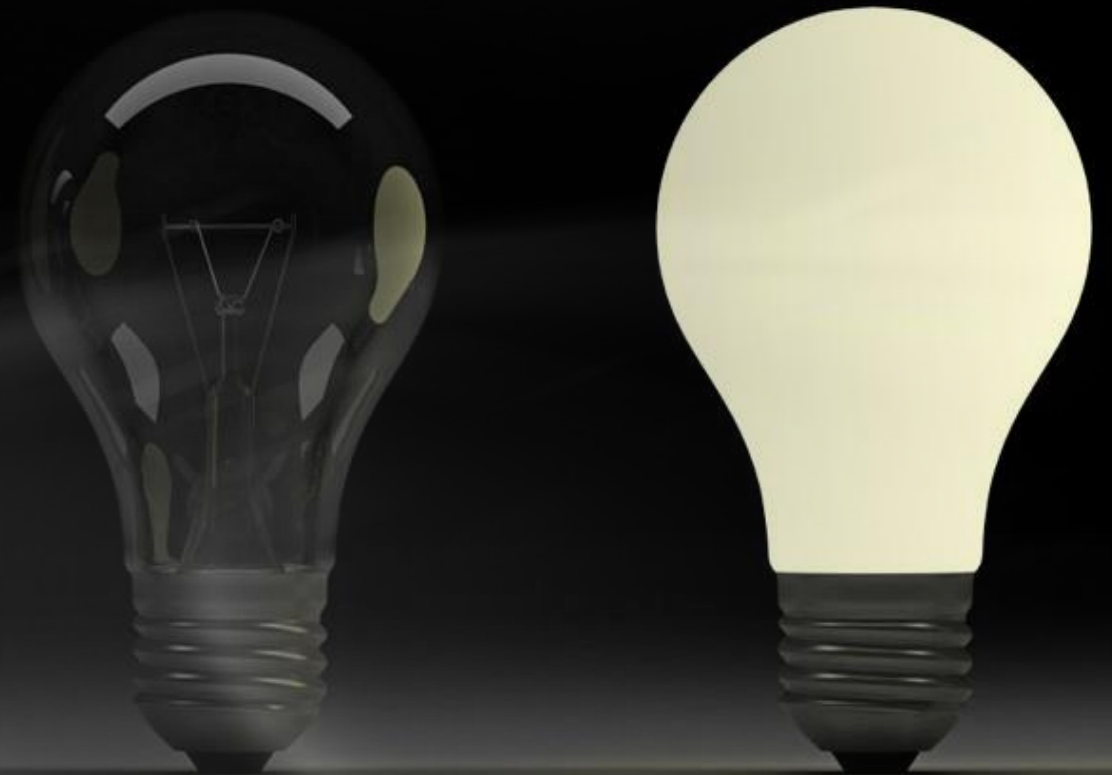


Allow the viewer to decide what, when and how he views TV, freeing him from pre-canned timings



Add value with differentiation

- Contextualize TV watching with social networking
- Share personal content to TV
- Converge and integrate all contents in a single mobility context



Converge and integrate all contents in a single mobility context

MOBILE APPS

to use inside or outside your home on your tablet or smartphone.



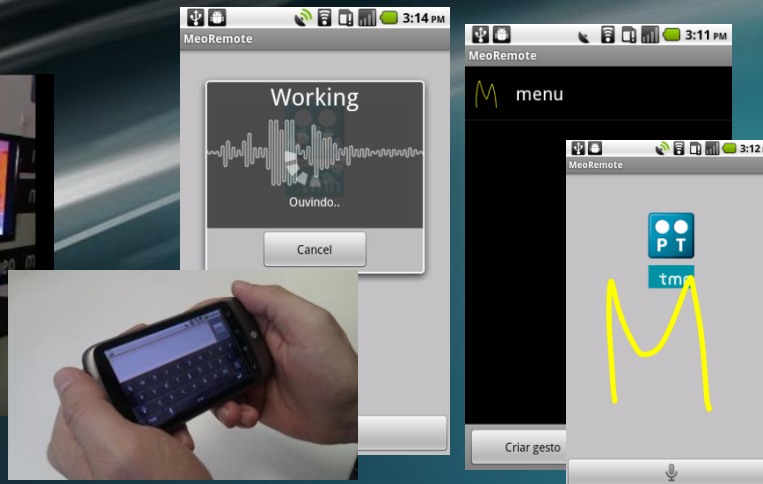
- GMF4iTV (IST)



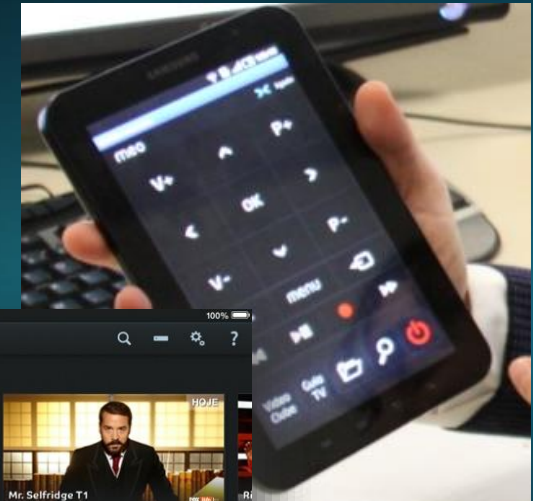
- PorTiVity (FP6)



- MEO Vox



MEO Remote / Meo Go



- 4WARD (FP7)





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Thank you