



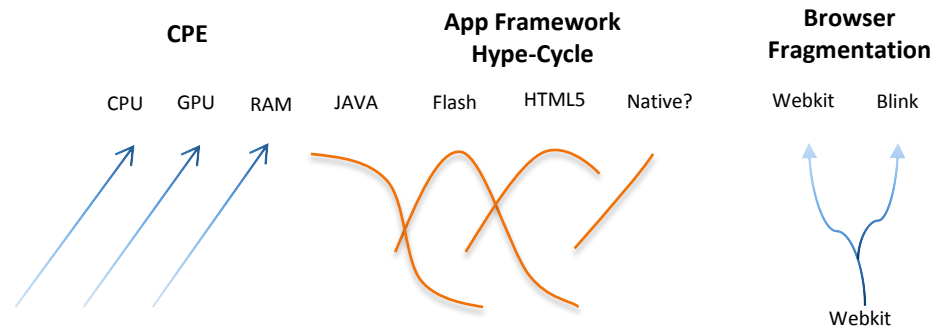
# ARRIS + ActiveVideo: CloudTV

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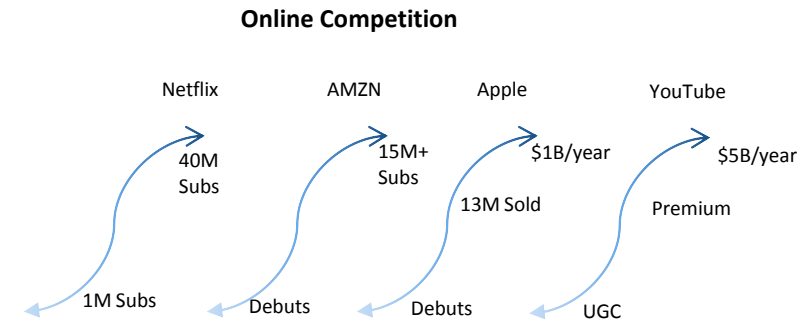
# Problem the industry is facing:

*Pay-TV's 10 year upgrade cycles stalls innovation in Internet age*

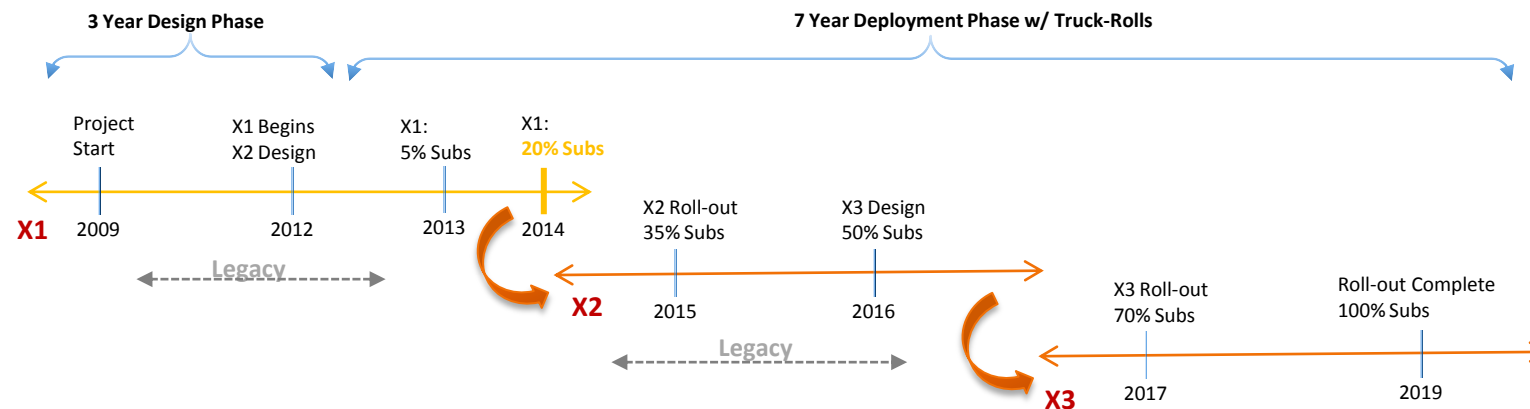
## Technology Cycle – 5 Years in



## Competitive Cycle – 5 Years in



## Yet, Service Innovation tied to Roll-out of New Devices



## A 10 Year Upgrade Journey w/ immediate functionality gaps

# Our Approach:

*Apply NFV to virtualize CPE Functions for application & content delivery*



UI and Content Delivery

# HTML5 based Pay-TV EPG Experiences on Existing STBs



## Challenge

Deliver advanced user experiences without the cost or time-to-market hurdles of deploying new set-top boxes

## Solution

Render HTML5 EPG and VOD guide in the cloud and deliver it as MPEG video to any digital STB in Charter's footprint



## Results

- **<1 year** from concept to initial field deployment with no truck rolls or STB upgrades.
- Successful trial on 100k devices
- New Spectrum service in full deployment to 6.3MM subscribers/14MM STBs expected within next 2 years
- Projected capex savings (replacement of legacy STB) = \$1.9B\*

## Experience

Spectrum experience – An EPG with multiple video tiles, modern navigation paradigm and access to linear, live and online content on existing STBs

\*MoffettNathenson 2014

“This makes every box and every television that’s connected within the Charter footprint state of the art.”

-Tom Rutledge, President and CEO, Charter Communications



Thank You