



The IPTV Decision

*How To Know When The Time Is Right,
How Many Will Switch, and What They'll Pay*

An IPTV Market Assessment Strategy
by Portland Marketing Analytics

Portland Marketing Analytics, LLC

Providing telecommunication industry companies with:

- Rural subscriber acquisition strategies
- Marketing program monitoring and evaluation
- Voice of the Customer research
- Internet marketing solutions

We help you measure then leverage the impact and return-on-investment of your marketing and loyalty programs.



What Is The IPTV Decision?



Cable mess while out working on Flickr - Photo Sharing! <http://bit.ly/dqUkgM>

It's the decision you have to make.

There are two things you need to know:

- The size and potential value of your IPTV market
- Likelihood to switch to your new IPTV service offering



The Right Measurement Strategy Will Answer These Questions

Portland Marketing Analytics has developed a custom solution for rural telecommunication companies considering an IPTV offering.

- Identify the prevalence of pay-TV (i.e., cable) service in your market
- Estimate the current annual revenue generated from pay-TV services in your market.
- Uncover the potential revenue that would be available if you were to offer your own IPTV service.



Made to Measure on Flickr - Photo Sharing! <http://bit.ly/cbfCvX>



This is Just the Beginning

The goal of this research is not to provide you with a marketing strategy or customer retention tools.

This research does two things, and two things well:

- How big is your IPTV market?
- What is it worth to you?

The first questions is... “Is now the time to offer my market IPTV?” This will answer that question.

For Example...

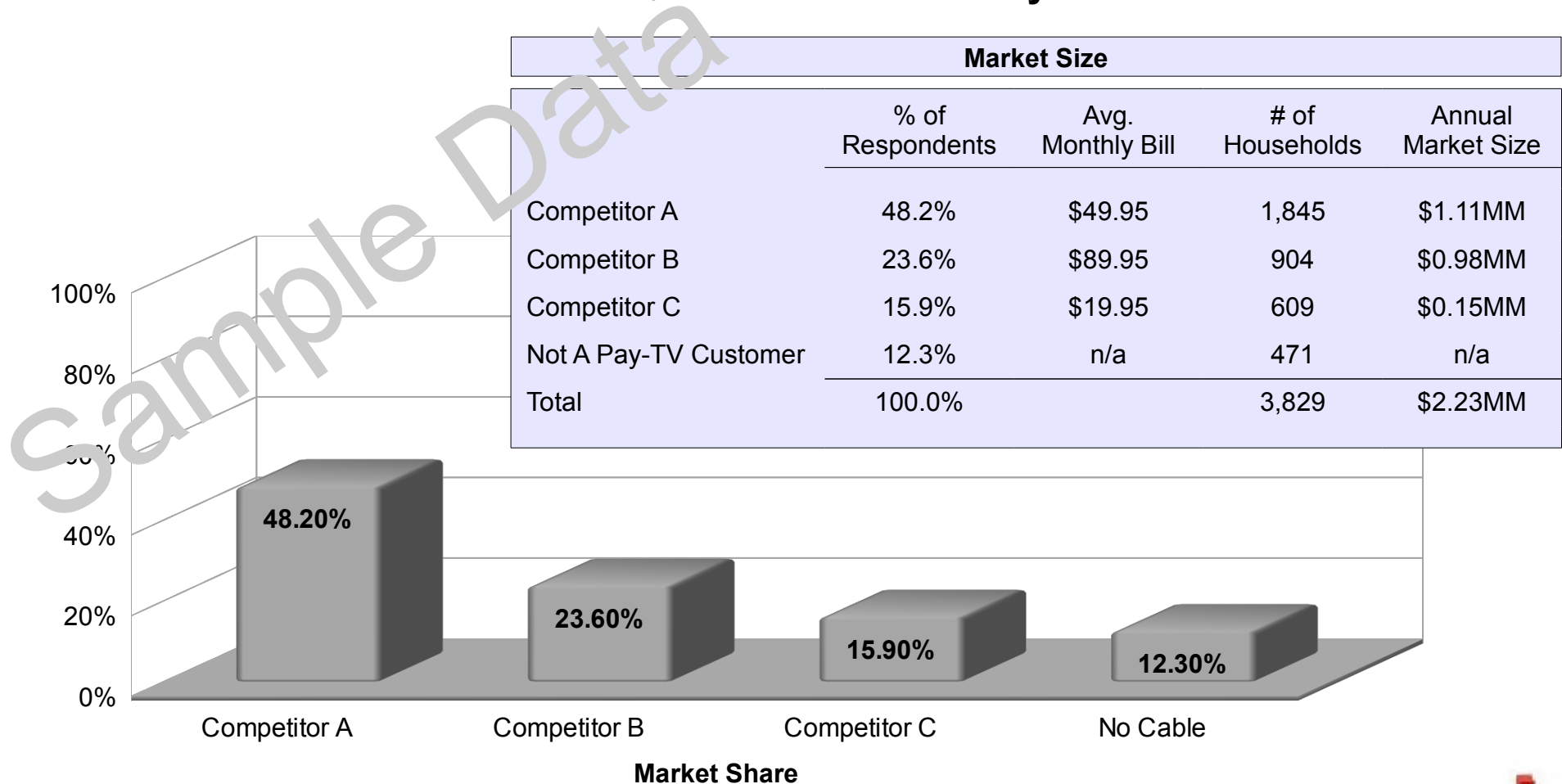


Telephone operators, 1952 on Flickr - <http://bit.ly/aJaUqp>



3,358 Households In Your Market Currently Pay For Television Service At a Cost of 2.23 Million Dollars Annually

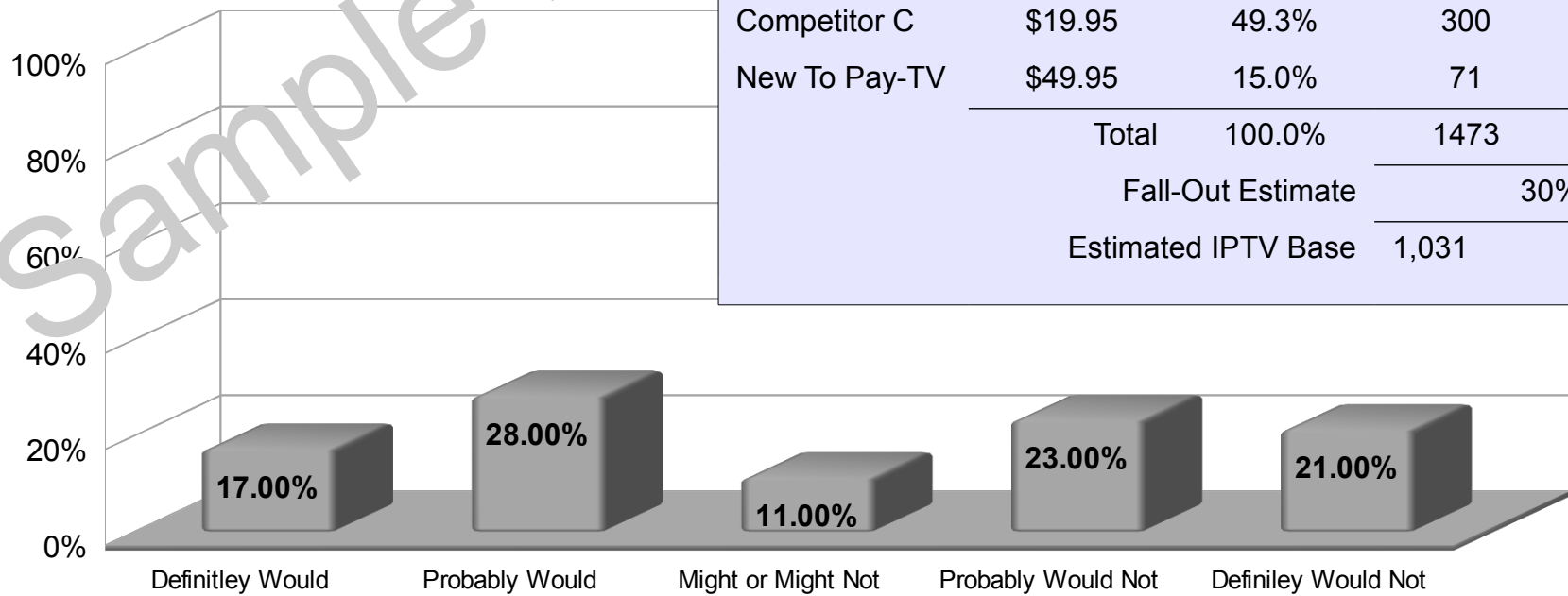
- Cable television has penetrated 87.7% of current households with the greatest share going to “Competitor A” with roughly half (48.2%) of the television market at a value of \$1.11 million annually.



\$454,383 Projected in Annual Revenue

- The majority of IPTV customers would likely come from “Competitor B” who, while having a lower portion of the market, is associated with high switching rates and a premium customer base.

Potential IPTV Base				
	Avg. Monthly Bill	% Def/Prob Would	Reported Switchers	Annual Value
Competitor A	\$49.95	31.7%	585	\$0.24MM
Competitor B	\$89.95	57.2%	517	\$0.34MM
Competitor C	\$19.95	49.3%	300	\$0.04MM
New To Pay-TV	\$49.95	15.0%	71	\$0.03MM
Total			1473	\$0.65MM
Fall-Out Estimate			30%	
Estimated IPTV Base			1,031	\$0.45MM



“How likely would you be to switch your current television service to Rural Telco if we could provide competitive rates and service?”



How Do We Deliver These Insights?

With a simple survey research study of your current customers:

- 1) Develop a custom survey
- 2) Put the survey online
- 3) Send an email-based survey invitation
- 4) Manage response and analyze data
- 5) Development of a IPTV Market Scorecard report
- 6) Telephone briefing to review findings and their implication



Timeline? 6 to 8 weeks

Total Budget? All inclusive investment of just \$3,100.





Thank You!

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