

Bring digital subscription monetization to life

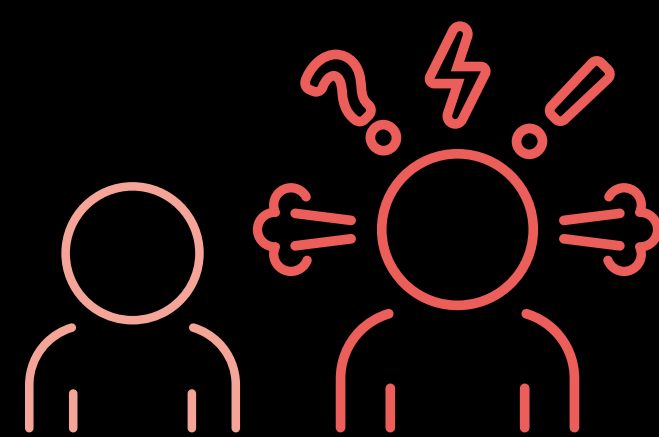
Scaling partnerships just got easier



1,500+

digital subscription service provider-CSP partnerships formed, reflecting desire to capture value beyond connectivity

The challenge



Over 50%

experienced difficulties activating bundled digital services, frustrating users and increasing customer support costs

The solution



Amdocs Subscription Marketplace



Digital subscription partner

Cut integration time
Scale to expanded markets

Super aggregation of all subscriptions

Aggregate digital subscription services with other content into a curated, personalized service



Service providers

Rapidly launch digital subscription provider services
Manage partners at scale

Reduced effort / cost / time to market

New apps, bundles, promotions
Easy to design / create, fast to launch



End-user

Centralized, frictionless experience

Acquisition, engagement & retention

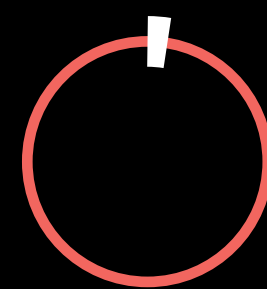
Sell, engage, and retain users through a dynamic UI to search / buy / watch



CSPs who **bundle offers** can achieve

**15-20%
penetration**

vs.



CSPs who rely on **passive OTT** services sales achieve

2-3%

Contact a specialist