

Presentation to WBU-ISOG Forum

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A TimeWarner Company

Operating Structure

Entertainment



Animation, Young Adults and Kids Media



News



What Have We Done

- **Distribution:** 80+ million (80% market share) authenticated homes passed via authentication with 100+ cable/satellite distributors
- **Organization:** Established cross-functional core team responsible for defining and executing TV Everywhere strategy
- **Product:** Launched TV Everywhere for TNT, TBS, truTV, CNN, Cartoon Network and Adult Swim across brand websites, iOS and Android platforms
- **Operations:** Implement a first-of-its-kind operational process to support TV Everywhere
- **Commercial:** Enabled dynamic ad insertion capability in Authenticated VOD and live streaming TV Everywhere content



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TV Everywhere: What is the Strategy?

Primary Strategy

Utilize TV Everywhere to ensure network carriage renewals and drive rate increases in negotiations with cable/satellite distributors

Secondary Strategies

- For Pay TV Operators and Programmers: provide more value and choice to the existing pay TV subscriber in order to prevent loss of subscribers to cord-cutting
- For Consumers: more choice and control over their video viewing experience – any content, anywhere, anytime, any device
- For Advertisers: increased viewing options across various devices creates additional reach to consumers by extending the linear broadcast advertising model or exploring new digital advertising opportunities



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Product Management

Turner Hosted Products

Product Description.

Primarily Authenticated VOD (catch up and library) and live streaming (CNN, Cartoon Network)

Product Development.

TNS, Network Brands, AMPT meet quarterly to determine platform / product feature priorities.

Programming Strategy.

TNS works with legal team to determine what rights are needed in content acquisitions.

Legal team works with Network Brands, Network Operations to communicate what rights/windows are available for programming.

Network Brands (linear and digital) determine programming for linear network, Authenticated VOD and TV VOD.

Product Management.

Network Brands responsible for ongoing product management (with support from technical groups).

Distributor Hosted Products

Product Description.

Aggregated network offering of Authenticated VOD, Free VOD (e.g., Hulu), and live streaming.

Product Development.

TNS, Network Operations meet regularly with Cable/Satellite Distributors to review upcoming features, programming priorities.

Programming Strategy.

Content Parity – Consistent Authenticated VOD offerings across Turner and Distributor products.

Product Support.

Network Operations outlines requirements for onboarding each distributor, including consistent:

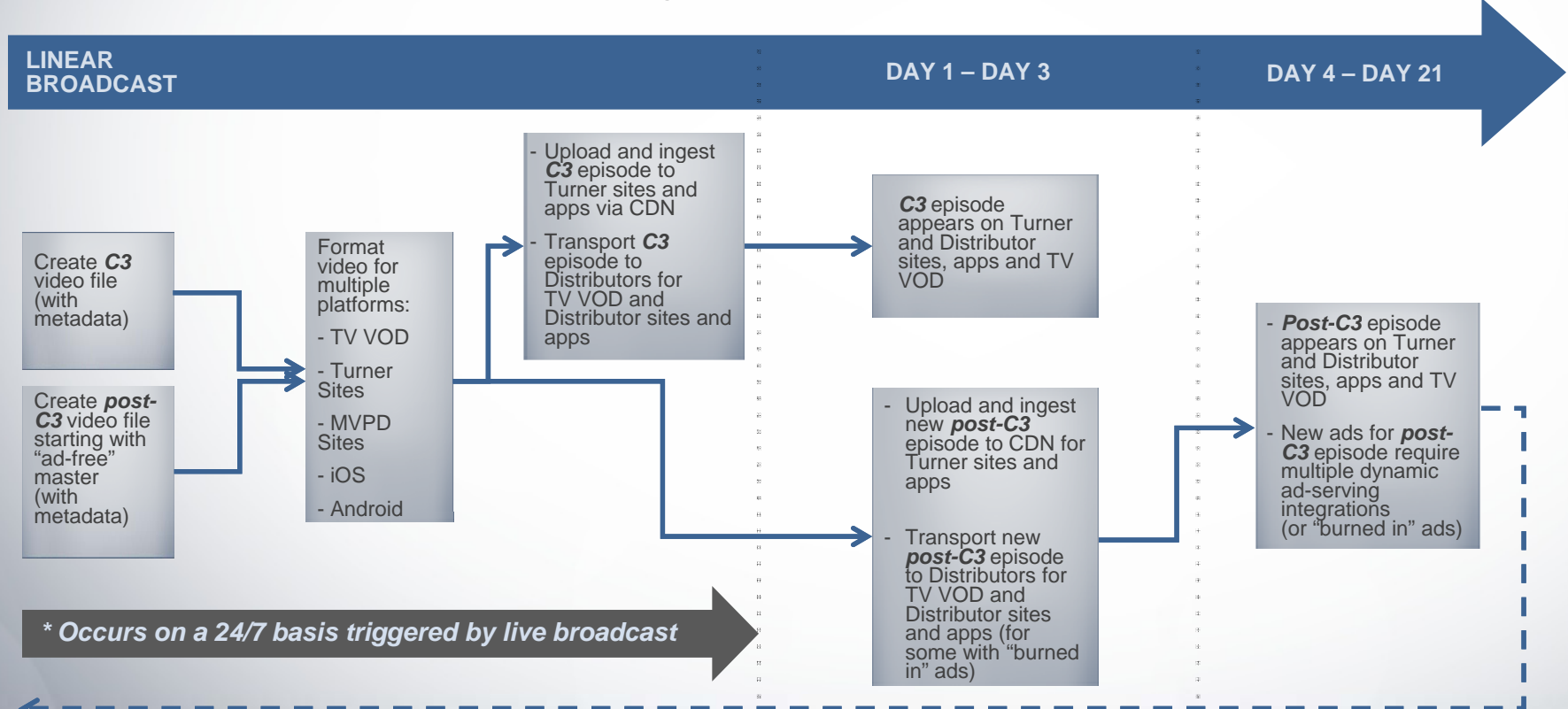
- Video specification
- Metadata specification
- Co-branding requirements

Operational Process

Operational Areas	Steps Taken to Ensure Operational Success
Video Capture / Encoding	<ul style="list-style-type: none">• Develop and implement solutions for video capture from linear• Created a scalable solution to handle increased volume of content
Metadata Delivery	<ul style="list-style-type: none">• Specification for TV Everywhere metadata crafted and adopted by multiple industry partners• Collaboration with Distributors to ensure accurate display of Turner networks metadata on Distributor hosted products
Authentication	<ul style="list-style-type: none">• Foster development of third party solutions (Adobe, Synacor, others)• Interoperability: (a) among Turner sites, (b) Turner – other programmer sites, (c) Turner – Distributor sites
Video Delivery	<ul style="list-style-type: none">• Standardization of video encode specs for Turner and Distributor products• Embed video player development• Use of secure delivery mechanism to allow Net Ops team to track and report on video delivery
Customer Support	<ul style="list-style-type: none">• Establish escalation process between Turner and Distributor• Provide point of contact for Network Brands for internal issue resolution

TVE Operational Process

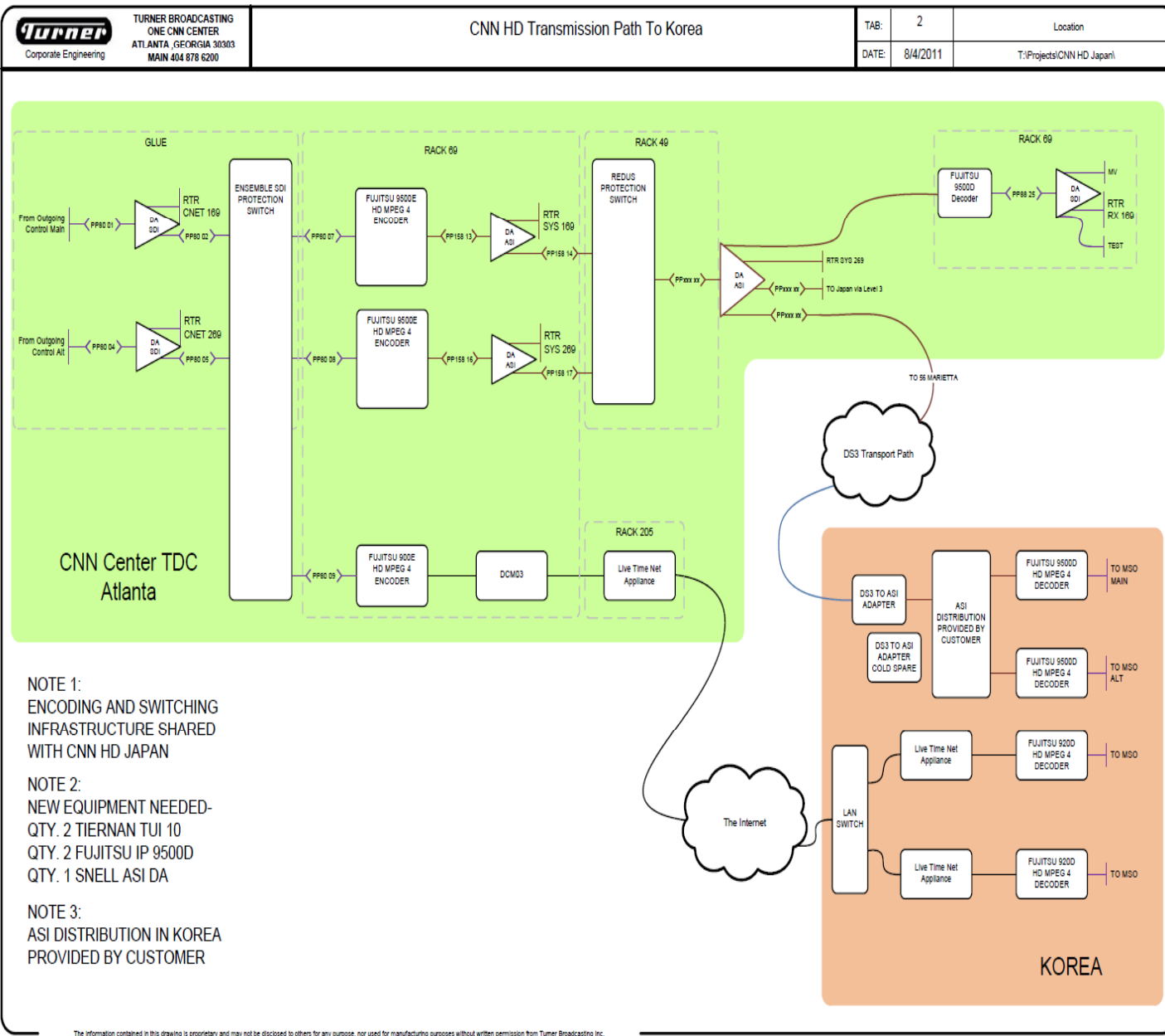
Turner's TV Everywhere operational process begins with each live linear broadcast, restarts after the C3 window, and requires dynamic advertising insertion into each episode until the end of its window.



- Turner's operational process cannot begin before the live linear broadcast of an episode
- Turner digital rights, which vary by content type & platform, are triggered from the live broadcast and must be managed throughout the "life" of the episode
- Turner's commercial break structures / loads are dynamic and can change up to a few minutes before live broadcast
- Turner manages TVE across 8 different websites / applications

- MVPD's & Turner receive episodes early morning (2am – 4am) day after linear air and 'quick turn' episodes to make available by 10am the same day (across TV VOD & BB)
- Turner must create 4 hrs of encoded content for each 1 hour episode (1hr HD, 1hr SD for C3 and non-C3 window)
- Turner disables FF for its own and MVPD websites / apps for every episode during commercial breaks (different ad breaks)

- Dynamic ad serving must be implemented across Turner & MVPD apps/websites (for Local Avails & Digital Ads)
- Ad integrations vary by OS and platform (e.g. Android vs. iOS, Web vs. TV VOD, tablets vs. PC's vs. Phones vs. WebTV's)



NOTE 1:
ENCODING AND SWITCHING
INFRASTRUCTURE SHARED
WITH CNN HD JAPAN

NOTE 2:
NEW EQUIPMENT NEEDED-
QTY. 2 TIERNAN TUI 10
QTY. 2 FUJITSU IP 9500D
QTY. 1 SNELL ASI DA

NOTE 3:
ASI DISTRIBUTION IN KOREA
PROVIDED BY CUSTOMER

LTN Global Communications

LTN Quick Start for Turner

The LTN service provides a highly reliable and fully managed solution for receiving SD or HD full-time channels from Turner. All aspects of your connectivity to Turner, including decoder setup and transport service are managed by LTN to provide a simple and reliable solution that is easy to install. Just connect the provided decoder SDI output to your video router and your site will be able to receive channels from Turner.

Installation Procedure

1. Requirements and planning:

Delivery of Turner channels over LTN requires Internet bandwidth from a business class ISP circuit with enough bandwidth for the selected channels and 2 static public IP addresses. Power and space requirements depend on the number of channels to be delivered and start at 4 RU for 1 channel.

2. ISP Information:

Site contacts submit one page information sheet with contacts, shipping address and IP addresses.

3. LTN equipment arrives:

LTN will ship the equipment preconfigured and ready to install. It will arrive a week or so after the information sheet is received by LTN.

4. Rack Equipment:

Rack up LTN Appliances, Switch and Decoder(s) together. Connect power cords. Connect Ethernet cables as specified on diagram.

5. Connect to Video network:

Connect the Decoder SDI-out port to your video router.

6. Power on all equipment:

Push power button on LTN appliance. Verify all equipment shows active lights.

7. Contact LTN:

Email LTN at support@ltn-global.com or call our 24/7 NOC support line +1-240-855-0004. LTN will test to make sure your site is fully operational and receiving the channels.

Equipment Provided

- 1) 2 LTN Appliances (2RU, 200W)



- 2) LTN Switch (1RU, 40W)



- 3) Turner SD/HD decoder (1RU and 50W per channel)



LTN Service

LTN video transport service is a fully managed and monitored service with a 24/7 NOC and proactive support and help. Decoders are fully managed by LTN staff. Monitoring and control provided by web based scheduling and monitoring portal.

Installation Diagram

