



Cox customers have more choice in how they access their favorite shows: on TV, On Demand, Online (with a PC), on their tablet and through select programmer apps.

- **Contour Guide (a personal recommendation engine on the primary screen)**
 - Up to eight profiles can be established for individuals or groups (date night, kids' sleepover, etc.)
 - Based on viewing habits and feedback through 'likes' and 'dislikes.'
 - Customers are watching more, and more relevant content, because of the recommendation engine
 - The majority of new Cox video customers are taking the guide with personal recommendations
 - **20% increase in channels viewed**
 - **40% increase in shows viewed**
- **Contour DVR**
 - Six simultaneous HD recordings, a functionality no one else is delivering
 - Two terabytes of storage (holds up to 1,000 SD programs; 300 HD programs)
 - Works in a whole-home network to watch recorded shows in any room of the home
- **Contour App (a 2nd screen personal video experience)**
 - Most personally relevant content is presented, using recommendation engine technology integrated with the primary screen
 - Access to up to 137 **channels** live TV / Tens of thousands of video on-demand via TV, iPad or select Android tablet.
- **Cox TV Online:**
 - Broadcast TV shows from ABC, NBC and FOX, such as the hit series Modern Family, Glee and Dancing with the Stars.
 - Popular shows from Cable Networks like TBS, TNT, TruTV and many more.
 - Many TV shows are available on cox.com/tv the day after they air.
 - Thousands of movie titles, from blockbuster movies to independent films and kids' favorites.
 - Cox TV customers simply need a computer with a flash supported browser, a reliable broadband connection within the United States and their Cox userID and password.
 - Access to content is based on level of service. For example, if you have access to HBO as part of your TV subscription, you have access to HBOGo online at no additional charge.
- **Cox TV Connect:**
 - Customers who download the TV Connect app can use their iPad as an additional television screen within their home to watch live programming on 133 popular national cable TV networks.
 - The Cox TV Connect application is *free* for customers with Ultimate, Premier, Preferred or Essential Cox High Speed Internet service and a DOCSIS modem.
 - TV Connect also includes:
 - An easy-to-navigate guide
 - A full-screen viewing option
 - Up to five devices can simultaneously use Cox TV Connect in the home using the Primary User ID on the account.
 - Available on iPad, iPod Touch, iPhone, Kindle Fire, Samsung Galaxy, Google Nexus tablets

More about TV Everywhere

- TV Everywhere is here. Under the guidance of CTAM, the industry has unified to delight consumers with thousands of hours of the freshest content, easily accessible on-the-go or at home.
- The latest TV series, sports, movies and events from more than 90 networks are now available, live and on demand.
- A majority of cable companies (MVPDs) provide customers access to an average of 60 networks on at least five devices, at no additional cost.



- TV Everywhere competitive advantages over OTT are clear: live streaming, next-day new season episodes, and a zero price point.

High Definition

Cox systems offer an average of more than **120 Channels of HD and around 3,000 HD choices** each month (HD Choices = HD channels offered, plus the total number of On DEMAND titles available in the month.)

- At Cox we use the latest technology to make sure our HD customers receive the purest HD signal option possible while providing tremendous choice in HD content, from an array of Hi Def channels and HD On DEMAND titles.

On DEMAND

Pricing – Movies start at \$1.99. Access to premium OD content is free with a subscription to the linear network.

Content Info (over 44,000 hours of content):

- Over 42% of households use On DEMAND monthly
- More than 26,000 VOD titles
- HD VOD = 13,166 titles
- MyPrimetime Titles = 1,400 titles
 - MyPrimetime – digital cable customers have On DEMAND access to hits from ABC, NBC, FOX, Cartoon Network, FX, TBS and TNT, USA, Bravo, Travel, AMC, We, IFC, Comedy, and A&E starting the day after air, with more networks planned to be added. MPT is free to Cox Digital subscribers.
 - MPT includes programming from more than 40 networks, 70 shows at a given time and more than 800 hours.