



TOGETHER, YOU WIN.

A black and white photograph of two young men sitting on a light-colored sofa in a modern living room. The man on the left is wearing large headphones and holding a game controller. The man on the right is wearing a patterned shirt and also holding a game controller. They are both looking at their controllers. In the background, a kitchen area is visible with a person standing near a counter. A red banner with white text is at the bottom of the image.

# 7 MEDIA & ENTERTAINMENT USE CASES



## PRE-PRODUCTION

Today, the average person has an almost infinite number of choices when it comes to being entertained, from streaming platforms and gaming to concerts and football matches. But the way people choose to consume media and entertainment is constantly in flux, with the past year and a half highlighting the deep and enduring need for entertainment.

When in-person events and their revenue halted, digital forms of entertainment thrived.<sup>1</sup> And demand for digital entertainment won't subside anytime soon—PricewaterhouseCoopers forecasts that over-the-top (OTT) media revenues will near \$94 billion by the end of 2025.<sup>2</sup>

While in-person entertainment is expected to rebound, with cinemas and stadiums reopening, companies in the media and entertainment industry will need to find ways to creatively engage customers online and on their favorite devices.

<sup>1</sup> "The Impact COVID-19 Had On The Entertainment Industry in 2020," [Forbes](#)

<sup>2</sup> Global Streaming Video Revenue to Hit \$94B In 2025, PwC Forecasts," [The Hollywood Reporter](#)

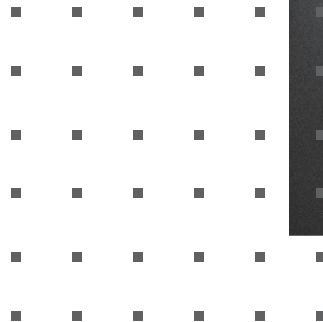
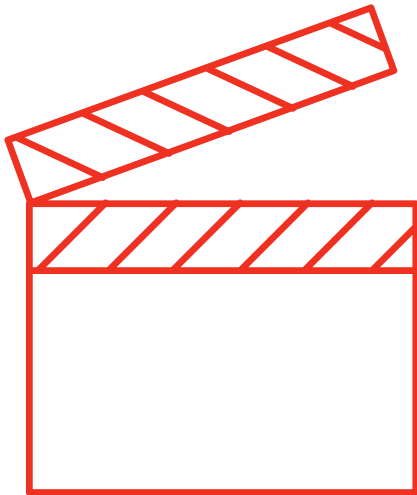




For companies to capitalize, they will need innovative solutions that allow them to launch new offers quickly. At CSG, we specialize in helping companies monetize, manage and market digital services. Our SaaS, cloud [Ascendon platform](#) enables leading media and entertainment companies to launch and support new digital services.

With Ascendon, you can build new offers and launch new content as fast as subscriber preferences change, with the flexibility to turn new ideas into reality. And, coupled with a customer engagement platform like [CSG Xponent™](#), media and entertainment companies can look beyond the stadium or cinema and engage their fans year-round.

In this eBook, we'll look at seven media and entertainment use cases, and how companies are working with CSG to entertain and engage their subscribers.



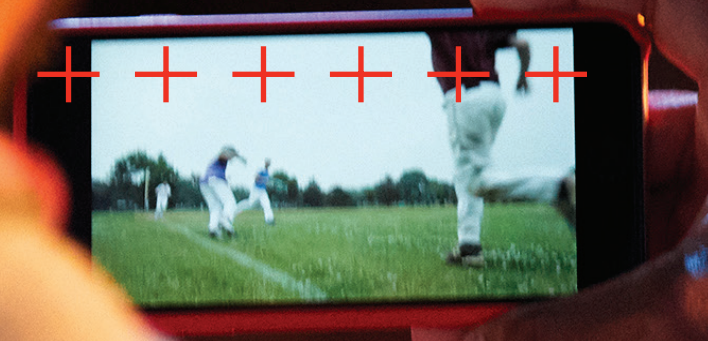


## USE CASE #1

### SPORTS STREAMING

In the past, the best seats in the house were courtside, on the glass or at the 50-yard line. Now, with advancements in TV technology and internet speeds, the best seat in the house is typically in a streamer's own living room. The advantages are countless—no need to find parking, pay exorbitant concession prices or risk missing crucial moments. Sporting organizations and content providers are responding in kind, with more sporting events being made available through streaming, like the Olympics, the Super Bowl and more.

Streaming allows more fans to enjoy a game, but virtual fandom needs to build on the collective awe and emotion that a large group of people can bring to live entertainment. The sports and live event industry will continue to iterate on how to fully immerse their fans digitally, from home or even in the stadium.

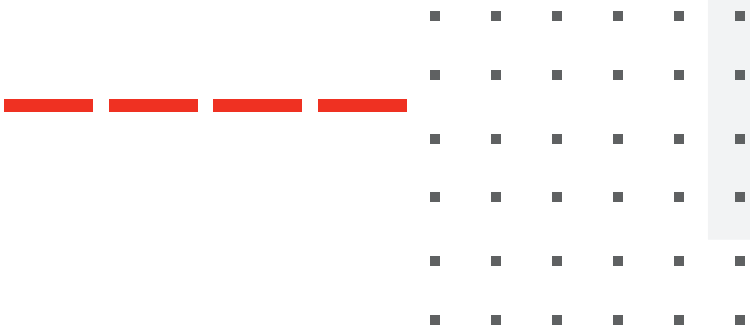




# LIGHTS, CAMERA, ACTION

A leading global sporting organization with a cumulative TV audience of over 1 billion wanted to attract a younger audience and digitally transform their offerings to cater to existing loyal fans. The customer worked with CSG to offer compelling, personalized subscriber management solutions capable of scaling with international interest.

With CSG Ascendon, the customer created a customizable, flexible and dynamic experience for their fans. With Ascendon, they can design unique experiences for customers in 118 countries with support for six languages and eight currencies. After building the digital offering from the ground up, the customer has cemented its status as a global brand that delivers on-demand, premium content, with the scale they need for large live events.



## KEY CAPABILITIES



DYNAMIC, GEO-SEGMENTED AND CUSTOMER-SPECIFIC TARGETED OFFERS



FLEXIBLE SUBSCRIPTION TIERING



CLOUD-BASED SUBSCRIBER AND ENTITLEMENTS MANAGEMENT



SCALABILITY FOR EXTREME AUDIENCE PEAKS DURING EVENTS



## USE CASE #2

### DIRECT-TO-CONSUMER STREAMING

The way we consume media looks drastically different today than it did 20 or even 10 years ago. Streaming video on demand has supplanted appointment viewing as the dominant content consumption method, resulting in a crowded market of streaming options. Rather than offering low monthly rates, companies are looking to differentiate their offerings with personalized recommendations, regionalized content and more.

In an increasingly complicated and busy world, streaming offers viewers the flexibility to watch their favorite content on their terms and according to their schedules. Additionally, viewers are willing to subscribe to several streaming services. A recent J.D. Power survey found that viewers increased their subscriptions to an average of 4.5 providers in June 2021, up from 3.9 in December of the previous year.<sup>3</sup>

<sup>3</sup> "Despite Return to 'Normal,' People are Spending More Time and Money on Streaming Services Now than During Height of Pandemic," [J.D. Power](#)





## LIGHTS, CAMERA, ACTION

A prominent media and entertainment brand wanted to deliver a premium streaming service to a key Asian market, with subscription and transactional video on demand offers. CSG worked to deliver a platform that allows the customer to monetize content, provide secure streaming and downloads, as well as manage entitlements. With CSG Ascendon, the customer can operate a premium storefront experience; end users can browse, order and watch world-class content on a variety of different devices.

Launching a new streaming service can take years. In less than six months, the customer was able to deliver an immersive SVOD experience, including streaming services, catalog metadata management and regional operator payment orchestration. The customer can also offer transactional video on demand with limited availability windows. CSG and Ascendon make it possible for the customer to provide an engaging and immersive customer experience to over 1.4 million total subscribers.

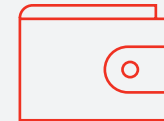
### KEY FUNCTIONALITY



CATALOG MANAGEMENT



OFFER MANAGEMENT



E-WALLET/PAYMENTS



CLOUD ENTITLEMENTS



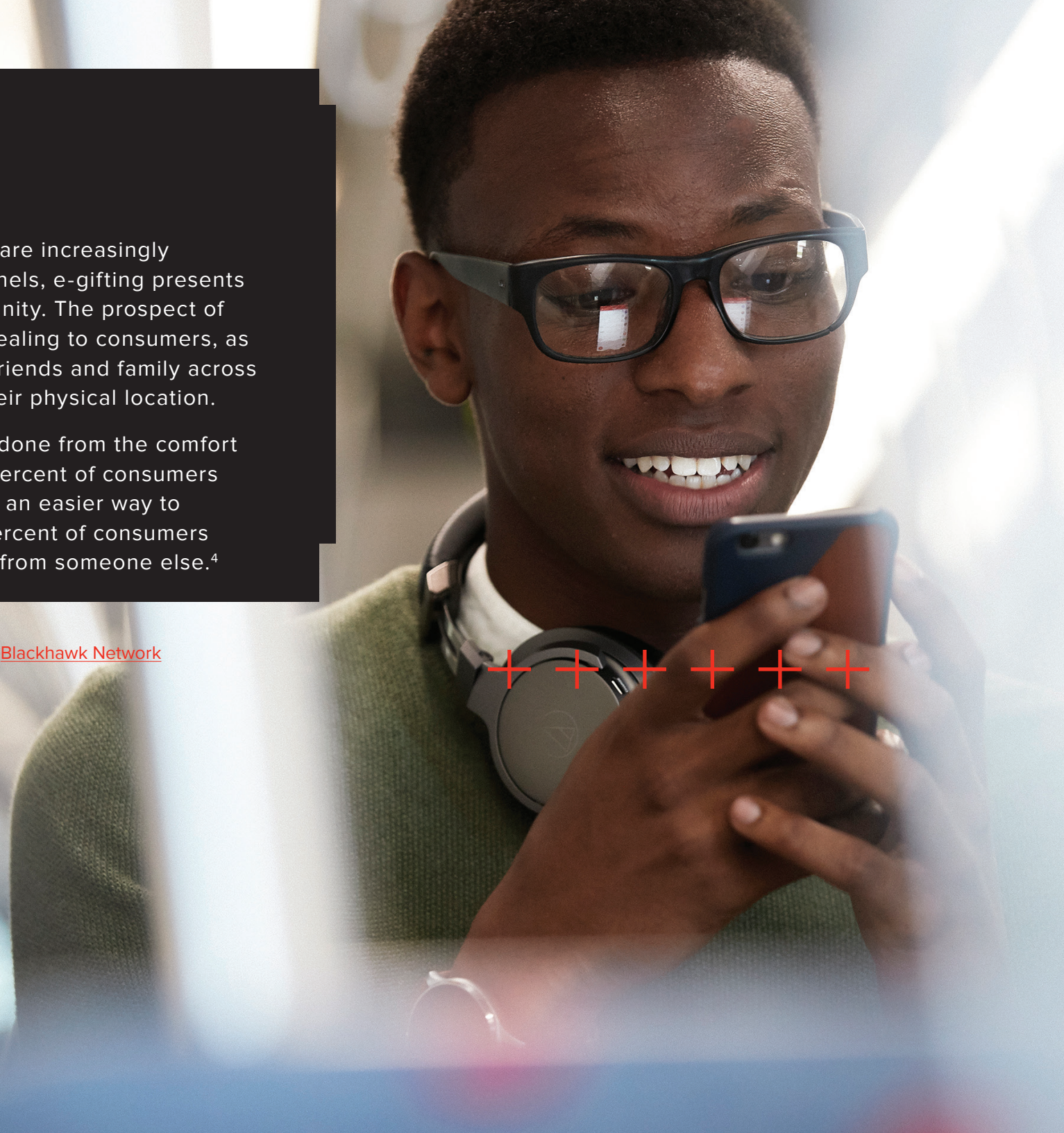
## USE CASE #3

### E-GIFTING

In an era when consumers are increasingly connecting on digital channels, e-gifting presents a massive revenue opportunity. The prospect of e-gifting is immensely appealing to consumers, as they can give presents to friends and family across the globe, regardless of their physical location.

The key benefit? It can be done from the comfort of the couch. In 2020, 37 percent of consumers bought digital gift cards as an easier way to purchase things, and 52 percent of consumers received a digital gift card from someone else.<sup>4</sup>

<sup>4</sup> “Global Digital Payments Insights,” [Blackhawk Network](#)





LIGHTS, CAMERA, ACTION

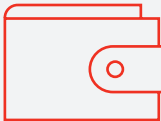
CSG worked with one of the world’s largest media and entertainment brands to implement a digital e-gifting solution that would complement its subscription video on demand (SVOD) service. With the holiday season approaching, the brand needed the solution implementation to be quick and seamless.

Launching a new service can take years of planning, testing and finally implementation. In less than three weeks, the company launched a complete, end-to-end e-gifting solution. Within the first weeks of going live, the customer’s e-gifting site processed millions of dollars in revenue. With Ascendon, the company can create new revenue opportunities quickly, while strengthening their brand and customer loyalty.

KEY FUNCTIONALITY



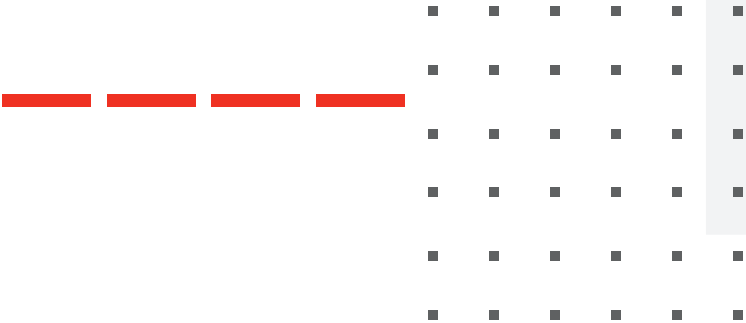
OFFER MANAGEMENT



E-WALLET/PAYMENTS



DIGITAL GIFTING & FULFILLMENT



## USE CASE #4

### QUAD-PLAY

The days of “appointment viewing” are long gone. Today, viewers want and expect to be able to watch their content anytime, anywhere and on their preferred device. This shift creates a massive opportunity for CSPs. Not only can they provide an exceptional experience for their customers, but they can also offer premium services, strengthen customer loyalty and bolster brand affinity.



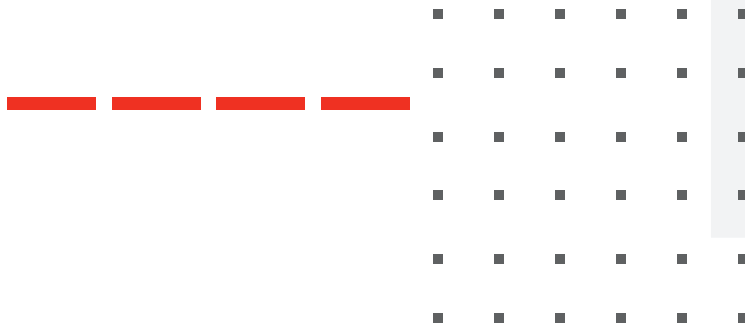


## LIGHTS, CAMERA, ACTION

TalkTalk is a quad-play communications service provider (CSP), offering pay television, voice, broadband and mobile services to businesses and consumers in the United Kingdom. TalkTalk chose Ascendon to further elevate its TV offering as a competitive digital service, aligned with consumer demand for access to video content anytime, anywhere, across devices.

TalkTalk leverages Ascendon to create an intuitive, app-based digital storefront. They also can generate recurring revenue streams through merchandising models such as season passes and box sets. The platform paves the way for future growth to deliver a unified quad-play experience to the end customer by uniting previously siloed service lines.<sup>5</sup>

<sup>5</sup>“TalkTalk to Deliver New TV Experience with Ascendon,” [CSG](#)



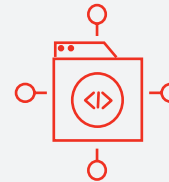
## KEY FUNCTIONALITY



APP-BASED DIGITAL STOREFRONT



OFFER MANAGEMENT (SUBSCRIPTIONS, SEASON PASSES, ETC.)



INTEGRATION WITH EXISTING INFRASTRUCTURE TO COMPLETE FULFILLMENT AND PROVISIONING



SUPPORT FOR MULTIPLE DEVICES (SMART TVS, SET-TOP BOX, ETC.)



## USE CASE #5

### DIGITAL MOVIE SERVICE

Since the world's first nickelodeon opened in 1905, movie theatres have been a stalwart in popular culture. While the theater experience cannot be replicated at home, the industry now must contend with streaming—which creates a massive opportunity.

Theatres can tap into new opportunities by leveraging their core competency of providing compelling and unique content to their customers. For example, Disney's Luca, which was released in theatres and on-demand, was streamed for 1.573 billion minutes just a few days after its release.<sup>6</sup>

<sup>6</sup> "Top 10 Streaming," [Nielsen](#)





LIGHTS, CAMERA, ACTION

AMC Theatres, the world’s largest movie theatre chain, uses Ascendon to power its digital movie service, AMC Theatres On Demand. AMC worked with CSG to create a brand-new digital film service. The service gives members of its AMC Stubs loyalty program the ability to rent or buy digitally-released movies and watch them anytime at home or on the go. Through AMC Theatres On Demand, members have access to more than 2,000 titles from leading Hollywood studios.

AMC leverages Ascendon to manage and deliver content to consumers based on their preferred format and platform, and support dynamic pricing models and promotional capabilities to power purchasing and rental models and to drive onboarding campaigns for new members. Ascendon also provides real-time transactional information and member statistics using Ascendon’s Invision tool to empower AMC monitoring and decision-making. Finally, Ascendon helps AMC Theatres enforce digital rights (or management) compliance with studio partner requirements. AMC’s on-demand service extends their exceptional movie-going experience beyond the theatre to thousands of loyal members.<sup>7</sup>



<sup>7</sup>“CSG Powers AMC Theatres On Demand,” [CSG](#)

KEY FUNCTIONALITY



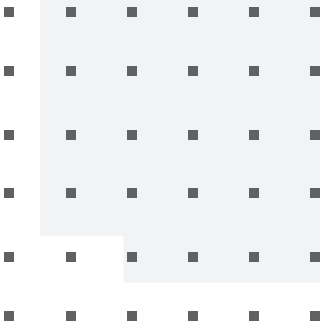
DIGITAL RIGHTS MANAGEMENT



CATALOG MANAGEMENT



SUPPORT FOR SMART TVs AND  
NATIVE APPS



## USE CASE #6

### PREMIUM VIDEO ON DEMAND

In between studying, sleeping and socializing, college students have a fair amount of time on their hands. Without the entertainment luxuries of home, they still want to be able to stream their favorite TV shows, movies and sporting events.

Over 60 percent of young adults in the United States primarily use online streaming to consume TV content.<sup>8</sup> And service providers have a golden opportunity to offer more than just connectivity to college students—they can offer premium, tailored content.

<sup>8</sup> “About 6 in 10 young adults in U.S. primarily use online streaming to watch TV,” [Pew Research Center](#)

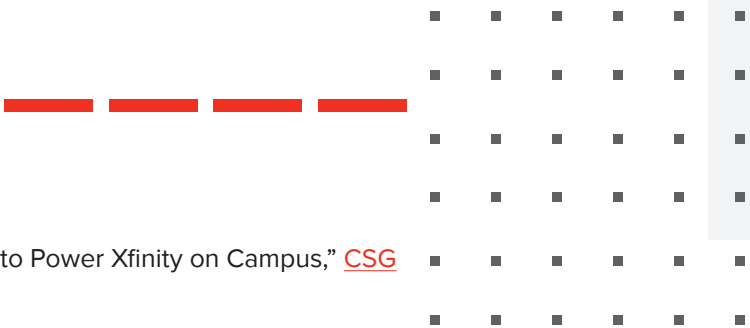




LIGHTS, CAMERA, ACTION

Comcast’s Xfinity On Campus offering allows students at universities to watch live TV and on-demand content on IP-enabled devices, including laptops, tablets and smartphones while on campus. Students can access thousands of current-season TV shows, hit movies and premium sports content using their university credentials.

Ascendon facilitates the sale of services like premium cable channels through the offering by using a student university ID to provide a seamless user experience. The commerce management engine also enables recurring payments for the premium subscription services by storing preferred payment methods in a fully integrated eWallet for flexible and convenient purchase options. By offering premium content to on-campus students, Comcast can build brand loyalty while creating new revenue streams.<sup>9</sup>



<sup>9</sup>“Comcast Selects CSG to Power Xfinity on Campus,” [CSG](#)

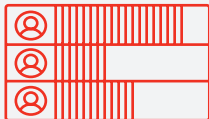
KEY FUNCTIONALITY



E-WALLET/PAYMENTS



COMMERCE MANAGEMENT



SUBSCRIPTION MANAGEMENT



SUPPORT FOR MULTIPLE DEVICES  
(SMART TVs, SET-TOP BOXES, ETC.)



## USE CASE #7

### DIGITAL PUBLISHING

Not only has the way consumers consume video content changed—the way we read has also been fundamentally transformed. With the proliferation of smartphones and tablets, physical copies of media are becoming scarcer. In 2020, eBooks generated over \$2.12 billion in revenue.<sup>10</sup> Publishers can also be innovative in making other types of content available digitally, such as comics, cookbooks and textbooks.

<sup>10</sup> “Book Publishing Revenues Flat at 25.71 Billion For the Year,” [AAP](#)

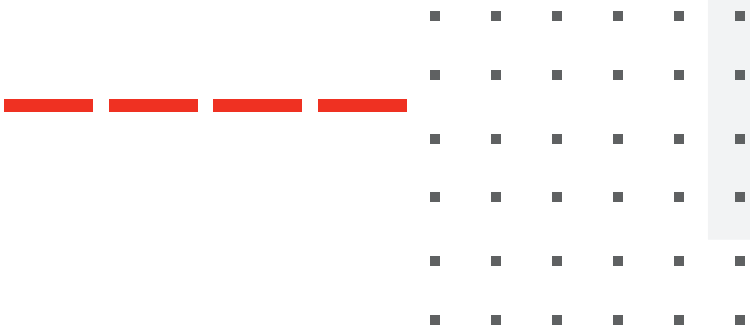




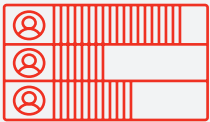
LIGHTS, CAMERA, ACTION

An American media franchise wanted to make its extensive media library available digitally to attract a new generation of readers. To successfully launch their offering, they sought a more robust subscription and offer management solution. They needed a scalable solution capable of regularly adding new content, while also allowing customers to manage their subscriptions.

Ascendon’s robust subscription and offer management solution allows the customer to quickly launch new services. Through Ascendon, the customer’s members now have unlimited access to thousands of publications, which are delivered digitally through their browser or app. The customer is now poised to engage users of all ages.



KEY FUNCTIONALITY



SUBSCRIPTION MANAGEMENT



ENTITLEMENT MANAGEMENT



ORDER MANAGEMENT



ACCOUNT MANAGEMENT

# THAT'S A WRAP

Whether companies want to launch a new digital service or improve their existing offering, it's crucial to have the agility to move quickly and innovate. With Ascendon, companies can engage and entertain subscribers in an increasingly competitive marketplace. With Ascendon, media and entertainment brands can:

- > **Support a wide range of Internet TV monetization models**, including SVOD, AVOD, TVOD, EST, as well as live linear, extended live linear and live events
- > **Support any monetization scheme**, including monthly bill, credit card, coupon redemption, device in-app purchasing, mobile payments, loyalty programs and beyond
- > **Give customers access to content beyond their subscription**, making it easy to search, find, buy, rent or subscribe to the content they seek
- > **Delight customers with an exceptional experience** through a scalable, flexible and proven solution

In a competitive media and entertainment field, simply offering compelling content is not enough. Consumers are looking for new and innovative experiences to elevate the traditional entertainment experience.

**THE AUDIENCE IS READY FOR AN EXCEPTIONAL EXPERIENCE—ARE YOU READY TO DELIVER?**







TOGETHER, YOU WIN.



## ABOUT CSG

CSG is a leader in innovative customer engagement, revenue management and payments solutions that make ordinary customer experiences extraordinary. Our cloud-first architecture and customer-obsessed mindset help companies around the world launch new digital services, expand into new markets, and create dynamic experiences that capture new customers and build brand loyalty. For nearly 40 years, CSG's technologies and people have helped some of the world's most recognizable brands solve their toughest business challenges and evolve to meet the demands of today's digital economy with future-ready solutions that drive exceptional customer experiences. With 5,000 employees in over 20 countries, CSG is the trusted technology provider for leading global brands in telecommunications, retail, financial services and healthcare. Our solutions deliver real world outcomes to more than 900 customers in over 120 countries.

To learn more, visit us at [csgi.com](https://csgi.com) and connect with us on [LinkedIn](#) and [Twitter](#).