

ETI's TV ticket solution exploits IPTV or RF video infrastructures to activate/deactivate prepaid subscription video Pay-Per-View (PPV), and Video-On-Demand (VOD) services. The solution may be deployed in parallel with your billing system or independently, to offer pure prepaid video services to your subscriber.

Advantages of Providing Prepaid Video Services

As with prepaid wireless telephones, selling prepaid video service cards generates instant revenue from a subscriber who wishes to prepay for their video services. Offering prepaid services is also an exceptional vehicle to provide services to a subscriber who has no banking relationship or acceptable credit history. These cards may be distributed for sale by the service provider at customer service/payment centers or retail outlets. TV Ticket increases revenues as it reduces open receivables and churn.

How it Works

Each TV Ticket is assigned a unique authorization code which is concealed on the back of the card.

Once the card is purchased and the authorization code is revealed, activating the card (via its Interactive Voice Response System or IVR) immediately provisions the appropriate channel(s) or confirms the monetary value of the card. Therefore by entering the authorization code into the IVR, the subscriber establishes the type, initial value or remaining balance of the TV Ticket card purchased.

Flexible Service Definitions

The system operator may define hundreds or unique subscription video services which may be sold in daily, weekly or monthly increments. A video service may be represented as package of channels (such as a Gold Tier consisting of 50 channels), a premium channel multiplex (like HBO, HBO family, and HBO Plus), or a single premium channel (like an adult channel).

Adopts Existing PPV Schedule Infrastructure

Once a prepaid PPV card is purchased and activated, the card will assign a balance to the subscriber's account that will be used exclusively for purchasing PPV events and movies. The TV Ticket system adopts the existing PPV schedule and channel lineup for consistent PPV schedule



management. Subscribers order PPV events using the IVR provided, which guides them through the order process.

TV Ticket Card Production and Management

ETI provides a managed solution for manufacturing lot controlled TV Ticket cards and unique authorization codes. With a simple ordering

process, ETI produces the specified TV Ticket cards with customized artwork and activation instructions. Once the cards are produced and shipped to a service provider for distribution, ETI will update the status of the cards to "Active". Default status types include New, Active, Stolen, Lost, and Used. Only cards in "Active" status may be activated and used.

Deploy one, then offer more, depending on your prepaid video business drivers.

TV Ticket Card Types

TV Ticket Compliments Card

TV Tickets may be used to replace the cumbersome coupon redemption process which rewards customers with a free PPV movie. The Compliments Card is subscriber self activated, and eliminates the hassle of coupon redemption and expense. Eliminate processing costs associated with crediting customer accounts and automate with TV Ticket!

TV Ticket Attractions Card

Enable a residential subscriber to prepay for PPV services that will not appear on their monthly statement. A great application for gift cards or adult programming services. Moves your brand name and programming from the TV to the retail shelf!

TV Ticket Passport Card

Tap into a whole new market of potential subscribers previously disqualified for video service due to poor credit history. Puts YOU in control of high churn, no-pay, poor-pay, no credit and cash only subscribers. Controls and provisions

all digital video services on a prepaid basis. Automatically disables services once credit is used.

TV Ticket Room Service Card

Combat OnDemand and Spectravision in your commercial accounts! Sell premium and PPV video services to hotels, motels, universities, resorts, etc. by enabling the property's guest to purchase PPV movies and/or premium channels using a major credit card or TV Ticket card sold onsite.



TVticket

For more information regarding ETI's TV Ticket product, please contact:

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