

WHAT THE HACK 2019

TELENET CHALLENGE

A plan to increase consumer engagement
presented by team 25

PROBLEM STATEMENT



POINTS FOR DISCUSSION

"The inconvenience of selecting preferable TV channels and follow up with customers' favorite shows/games affect the willingness of TV watchers to engage deeper with the media intermediaries."



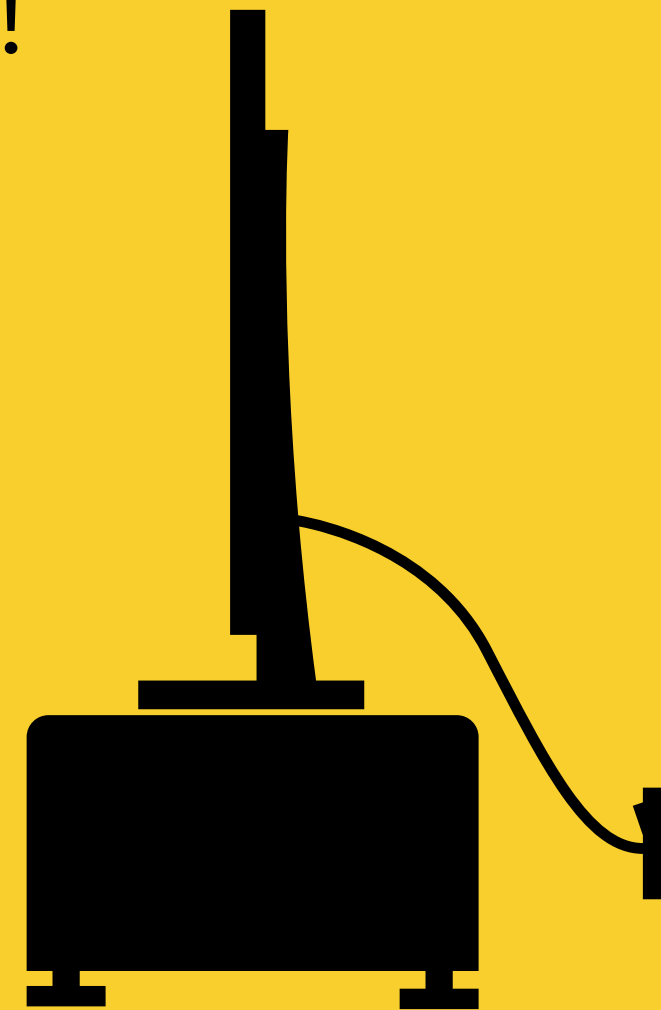


In a sentence

How can we increase the engagement of customers ?

OUR MISSION?

To save your time!
(and money !)



“

BUT HOW?

**Providing a platform that cater
these needs.**

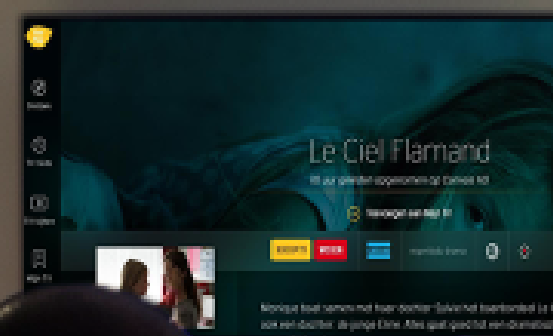




Discover

How To

Modernising television with Volo



New in
Belgium

The New Digibox



Voice controlled

Ask Volo what you want from your TV, no remote needed!



Customise your experience

Download apps from the new Volo Market to interact with your favourite shows and series, and join the growing Volo community.



Connected to your yelo play

Track and personalise your experience anywhere, with the Yelo Play app.

THE MARKET

**WHO ARE WE TARGETING?
WHY IT CAN BE BENEFICIAL FOR THEM?**



Existing
customers



Elderly market



Blinds



Typical Belgian
families



Youth
generation

BENEFITS FOR THE COMPANY?

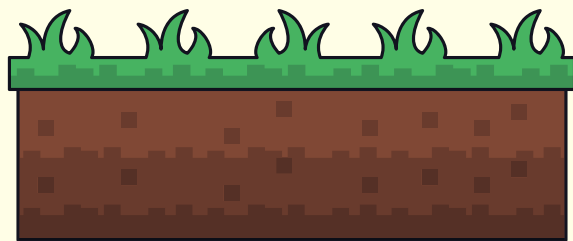
JUST IMAGINE....

- **More Telenet subscribers for this premium package**
- **Expand market share**
- **long term benefits...**



Long term potentials

PLATFORM



COMMUNITY



LEADER OF TV
APPS



ADVERTISEMENT

