

Discovery - Introduction

MVPD: Multi-Video-Platform Distributor

MVPDs are like cable providers. So if you are in New York and want to watch TV, you'll sign up for Time Warner, or maybe Comcast. You pay the subscription service, and you get Internet, TV, and phone. So if you want to watch "This is Us" on NBC, you can go to NBC site. [There] you will be asked to verify if you are an actual subscriber of Time Warner. You entered your credentials and get authenticated, and then you can watch it.

MVPDs are your standard traditional cable providers. DMVPDs are Digital MVPDS, like Roku, YoutubeTV where you do not need a subscription service in a sense – they do not provide the Internet, TV, Phone, you just pay a flat fee like \$18/month and you can view all the content on their platform and in your phone.

MVPD Admin tool

1. An authentication tool
2. Allows users like us (and MVPDs) to make selections in the picker
3. Ingests info and creates whitelist group
4. Database for everybody to track data

Overview of records in the current MVPD Admin system

1. 487 MVPDs in the system
2. 15 top players, 80% of the traffic; The rest are smaller ones aggregated under one umbrella, e.g., WatchTV Everywhere
3. In the system, you can see "who has what entitlements on what platform"
4. Every month, the team updates the records in the system, can be around 10 (can be up to 20 or 30 in extreme cases)

MVPD and aggregators of MVPDs

There are two types of MVPDs:

1. Individual Based: Top tier MVPDs that are individual based, they are providers of cable services.

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- Comcast XFINITY
- DIRECTV
- DISH
- TWC|Spectrum
- Verizon
- AT&T U-verse
- Cox
- Charter |Spectrum
- Optimum
- Bright House Networks |Spectrum
- Suddenlink
- Mediacom
- Cable ONE
- WOW!
- RCN
- Armstrong

2. Aggregators such as WatchTVEverywhere, they are proxy MVPDs.

- WatchTV Everywhere
- Clearleap
- Synacor