



TiVo Broadband™ TV

Drive revenue and retention with an end-to-end video experience

Broadband providers

must deliver more value, reduce churn, and grow revenue—**without added cost or complexity**. In a market dominated by bundles, differentiate with a **content-first experience** that attracts and engages customers. Offer flexible, personalized, and monetizable content to **build loyalty from day one**.

TiVo Broadband TV

makes it easy with a **fully branded IPTV solution** combining FAST, AVOD, OTT, and premium video in one **seamless experience**. Launch fast, monetize immediately, and deliver the content experience subscribers expect.



Who it's for:

Broadband service providers (BSPs), including telcos, cable operators and wireless internet service providers (WISPs)



Key decision-makers:

CTO, CIO, product managers and marketing directors

Why existing video solutions fall short:

- **Legacy IPTV:** High upfront costs, complex back-end work, and ongoing upgrade fees.
- **Standalone Streaming & vMVPD:** No unified discovery or monetization—and your brand gets lost.

Why TiVo Broadband TV wins:

- **Seamless integration:** Plug into your existing broadband infrastructure for fast time to market.
- **Personalized Content Discovery:** Aggregated search across 300+ FAST channels, AVOD, and premium SVOD—all under your brand.
- **Built-in Monetization:** Leverage TiVo's ad platform to drive revenue from FAST, TiVo+, TiVo One, and linear ads.



From pain points to performance: TiVo in action

Your challenge	How TiVo Broadband TV solves it
Limited market reach	Serve broadband-only households nationwide — no legacy systems required, no franchise, retransmission consent or minimum penetration requirements
High subscriber churn/low upsell	Keep price-sensitive users engaged and unlock upsell potential with customizable content packages
Flat revenue growth	Boost margins with ad revenue from TiVo One Ad Platform, TiVo+, FAST/AVOD, and Dynamic Ad Insertion (DAI)— all fully integrated
Stand out among competitors with bundled video offerings	Deliver a modern, super-aggregated video experience without the complexity of traditional video

Ready to grow?

Turn your broadband service into a full-scale entertainment destination — and a powerful driver of subscriber growth and loyalty.

Contact videosolutions@nctconline.org to get started.