

# Cloud ID Auth Delivers for Midco

90% or better login success • 20% uptick in TV Everywhere engagement

You don't have to be in a major metropolitan area to get leading internet and cable TV services. Midco is a perfect example of that. The Sioux Falls, SD-based company provides blazing-fast internet that's received national performance recognition - and the company will deliver even faster gigabit internet speeds to its entire service area by the end of 2017.

## FROM "TALKIES" SCREEN TO EVERY SCREEN

Midco has always been a regional leader and has come quite a long way since its founding in the era of "talkies." The year was 1931, and Frankenstein was the #1 box office hit. Today, Midco delivers much more robust digital, HD entertainment on cable TV, ON Demand, TV Everywhere and more to customers in Minnesota, North Dakota, South Dakota and Wisconsin.

## ENHANCING THE ONLINE EXPERIENCE

Although Midco had provided customers with an online portal for online viewing, company leaders decided to examine other options.

"We saw an increase in customers abandoning the online portal login, so we needed to streamline and simplify the user experience at login, while also automatically authenticating customers," said Gary Shawd, VP of Information Systems, Midco. "It was also important that we give customers more flexibility to access the portal on any mobile device - and to enable social login capabilities."



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## ENTER SYNACOR

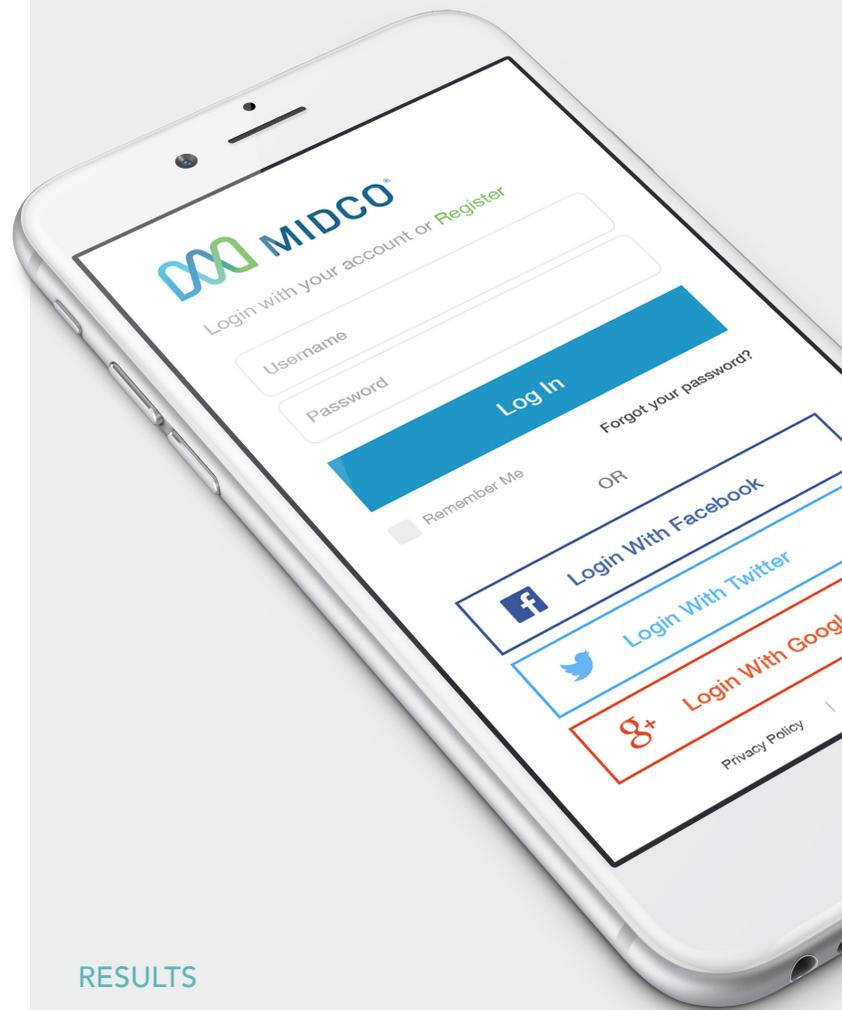
Midco launched a new customer-facing portal to more than 300,000 customers. The new portal, powered by Synacor, delivers an experience that's accessible from any web browser on any device. It remembers each customer and delivers the content and media consumers enjoy.

## SETTING THE PACE FOR TODAY & THE FUTURE

Because Midco is committed to providing leading, innovative services, the company now has deployed TV Everywhere, Cloud ID Auto Authentication services and social login from Synacor.

**Synacor's Cloud ID Auto Authentication** service (also known as Home-Based Authentication) leads the industry for home-based authentication with MVPDs. Cloud ID uses customer IP addresses to seamlessly authorize TV Everywhere users, so they can bypass entering a user name and password each time they want to view content.

"We love working with leaders like Midco and helping them deliver for their customers. With Auto Authentication, Synacor has done the heavy lifting in the cloud to simplify the back-end work required by MVPDs to enable home-based authentication," said John Kavanagh, Senior Director, Platform, Synacor. "We've eliminated any additional work for the TV programmers and we've helped define the industry standards around this technology through our participation in the Open Authentication Technology Committee (OATC), for fast-followers to adopt. Overall, we see a **20% uptick in TV Everywhere engagement** when customers launch Auto Auth with us, and also see a significant drop in call center volume related to TV Everywhere."



## RESULTS

During the 2014 Winter Olympics, Midco cable TV customers were heavy TV Everywhere viewers of the Games in Sochi. With Synacor's Cloud ID Auto Authentication, **authentication abandonment rates decreased from around 50% to approximately 10%**. About 70% of Midco customers watching the Olympics on TV Everywhere were auto-authenticated.

"Whether it's for a big event like the Olympics, popular new programming or a sports season, our customers are having better user experience and increasing their engagement with TV Everywhere. **We appreciate how Synacor's capabilities have helped Midco drive awareness and usage,**" added Shawd.