



Getting in SYNC at the 2018 NCTC Winter Educational Conference

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On February 12th & 13th Synacor is traveling to San Antonio to take part in this year's NCTC Winter Educational Conference. We always look forward to the conference – engaging with independent video and broadband providers from around the US, and sharing best practices for keeping pace in a rapidly changing world.

We recently sat down with Carla Becker, an Account Manager at Synacor, to get her thoughts on WEC, the opportunities facing independent operators, and Synacor's approach to the conference.

Q: Why is NCTC's Winter Educational Conference so important?

A: We always enjoy attending the conference. Since NCTC began it has been providing its members and partners connections to succeed. NCTC works on behalf of hundreds of independent operators that deliver services to consumers across the United States. WEC is a great event that brings together a variety of industry players in an open environment where everyone is free to collaborate and share best practices.

Q: What are some of the opportunities for NCTC members in 2018?

A: Today, there is a wealth of content and digital experiences that consumers can access on-demand across numerous platforms. As a result, NCTC members are dealing with the pressures of stabilizing and increasing broadband customer retention. At Synacor, we believe that by providing value added functionality such as seamless access to consumer content email and collaboration solutions service providers will increase customer retention. In addition, as service providers explore streaming video services the IP video supply chain is becoming more important since the highest percentage of cost in providing streaming video solutions is in video delivery. Synacor's video deliver solution realizes a 55% savings compared to other encode recommendations for 1080p video delivery. Leading service providers look to Synacor for comprehensive technology solutions that enable them to quickly scale high value digital experiences to consumers, that are personalized and available at any time across any device.

Q: Why is TV Everywhere such a high priority in the industry?

A: It's clear now that consumers want the ultimate flexibility and the natural forces of competition are driving the advances in the technology and user experiences. There are still some usability challenges and if operators can solve them, NCTC members will greatly benefit. TV subscribers want to watch more TV, and they try to – on their tablets, computers, connected TVs and other devices. But all too often users get stuck at the login screen and give up. The default login experience for accessing TV Everywhere is challenging to the point of abandonment. In fact, we have seen up to 50% of potential TV Everywhere viewers, abandon the process at the login screen. It's that hard. No player in the industry will be able to afford TV Everywhere abandonment rates that high.

Gains in TV Everywhere usability and use benefit the entire industry. Investment firm Needham & Company has calculated that if 5% of all 24-year-olds are persuaded by TV Everywhere not to “cut the cord” and sign up for cable service when they start their own households, that this adds \$4.2 billion in subscription revenue every year that these users do not defect.

Q: What is Synacor focusing on for the show?

A: Leading service providers look to Synacor for comprehensive technology solutions that enable them to quickly scale high value digital experiences to consumers that are personalized and available at any time across any device. We will be showcasing Synacor Cloud ID – the industry's only end-to-end identity management platform that connects consumers to content faster anywhere they access their video services. In addition, we will be demonstrating our Advance Portal experience that leverages machine learning and data strategies to enhance the consumer experience.

Q: What are you looking forward to doing while in San Antonio?

A: Eating at a Whataburger of course, we don't have any of those in the Northeast.

If you are heading to NCTC's WEC and want to learn more about how Synacor can help you engage with your consumers reach out to us for a demo at sales@synacor.com