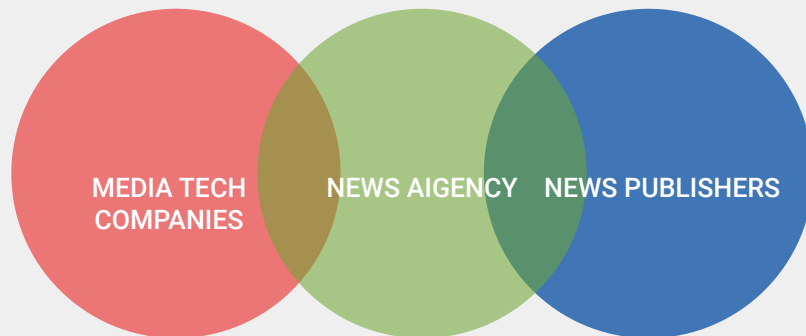


# NEWS **AI** AGENCY

March 2023





# Empowering Publishers with Media Tech

We are building a new company group  
to help publishers optimise their digital business and increase  
their revenue and profitability

# Tello

Building a White Label TV Guide and Bundling  
Engine for Online News Publishers

# The Problem



# The Problem

## Pain points for the consumer

- An ever-increasing supply of SVOD services
- With exclusive content
- Increasingly difficult to choose content
- More purchase decisions



## Challenges for VOD services

- The market saturated after initial rapid growth with a few leading players
- New premium services are launched continuously, both international and domestic
- More competing offers > More churn > “Unfaithful customers”
- Need for new sales channels and bundling collaborations

# Publishers are facing new challenges

- Need to convert from print subscriptions to **online subscriptions**
- Need to lock readers in and **prevent churn**
- Need attractive content to increase **time spent and stickiness**
- Need new **revenue sources**

# The Solution

A service that caters to online news readers need to find something to watch that is contextually relevant

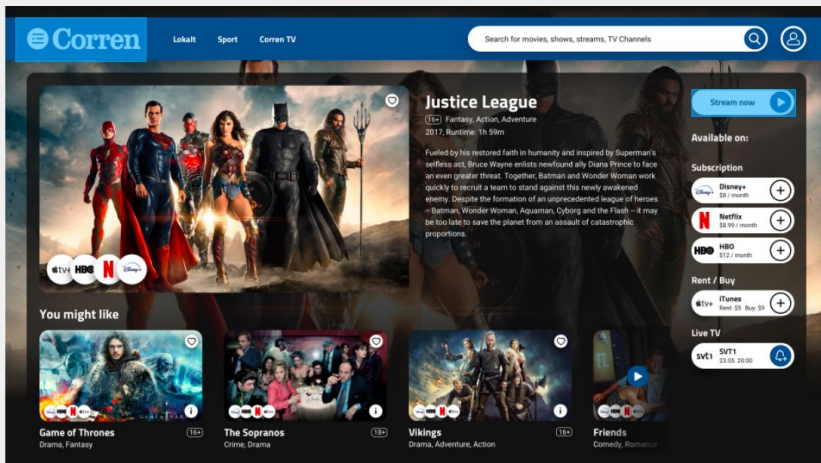
A service that lets the viewers purchase the VOD services they want at an attractive price point

# Tello - Key Components

- Tello Guide - Guiding the user to find and watch all their favorite programs in one place
- Tello Store Widget - Giving the user the opportunity to get subscriptions of VOD services at the best price

## 1. Guide

White label, embeddable VOD guide as complement to branded TV.nu guide.

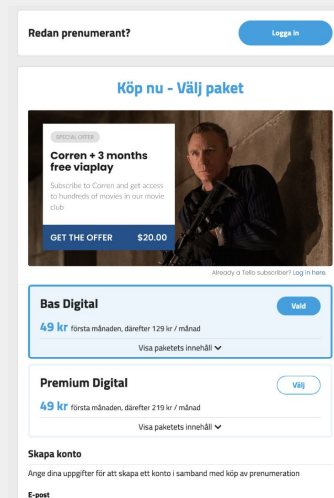


## 2. Store Widget

E-commerce widget enabling bundling and sale of subscriptions

### LINKS

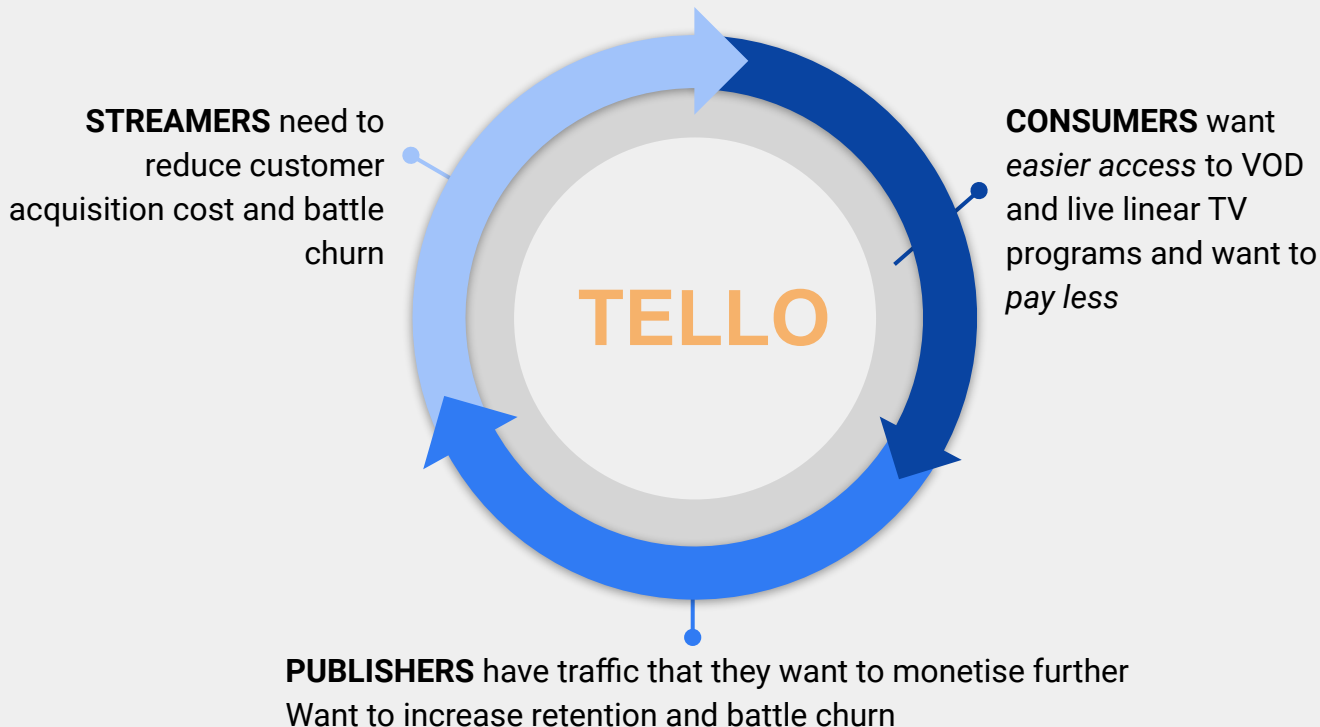
- [DEMO ADMIN CONSOLE](#)
- [DEMO WIDGET](#)
- [DEMO GUIDE](#)





# TELLO - Creating a Virtuous Cycle

**Addressing new opportunities in the market**



# Tello for the Publisher

## **Relevance- Retention- Revenues**

- Increased ad inventory
- Relevant and sticky content
- New revenue source
- Hard bundling of newspaper subscriptions and VOD subscriptions adds to end user loyalty

Thank You!

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