STARZ

Free Subscription

Problem Statement

Out of 1.2 Million App Installs

- **70%** Only Download
- **23%** Start Free Trial
- **7%** Convert to Paid Sub
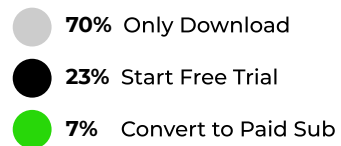
June 2018 data from TUNE analytics and TV Platform portals

Proposed Solution

Allow users to watch limited free content with no payment barrier.

Access to a limited selection of engaging free content will incentivize users to keep Starz installed on their device and engage with the app regardless of whether they currently have a paid subscription.

Removing time limitations for access to enticing free content will increase the likelihood of being able to successfully convert customers over time.

Compiling user viewing history of free content will create opportunities for more precisely targeted marketing towards potential subscribers.

Early email collection and fewer uninstalls will facilitate continued marketing engagement with potential subscribers through email promotions and push notifications.
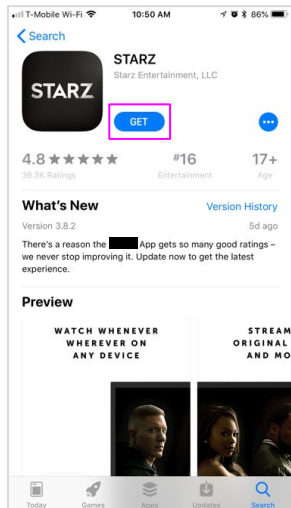
Lower user acquisition costs by targeting cohorts of users that are more likely to convert by identifying behavioral trends.

STARZ Originals episodes, bonus materials, up to the 1st 5 minutes of movie content and possibly a 'Free Movie Weekend' could be offered in the FREE Tier.
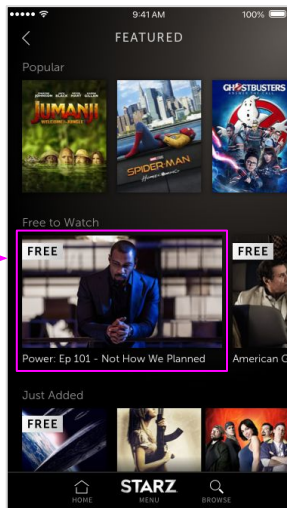
Free Subscription Application Tier
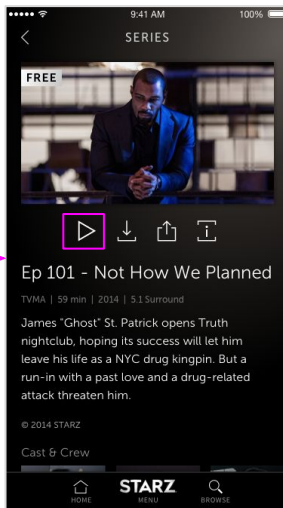
Watch Free Content Flow

1.1 STARZ App Store

User downloads app from app store
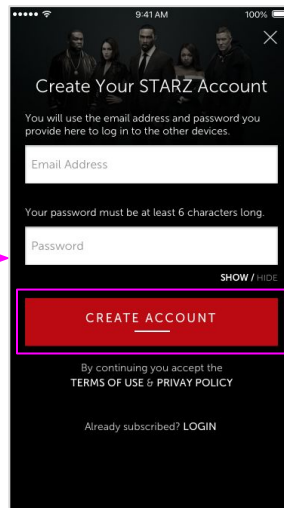
1.2 Featured with Free Content

Unauthenticated user will see FREE tags on playable content in this user state
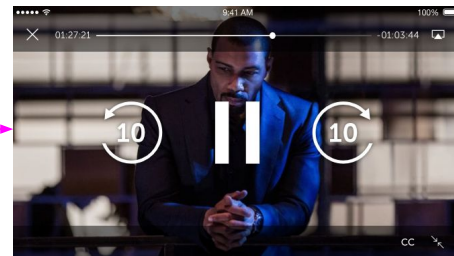
1.3 Episode Asset Detail

FREE tag displayed on Asset Detail. User can tap Play CTA

1.4 Create an Account
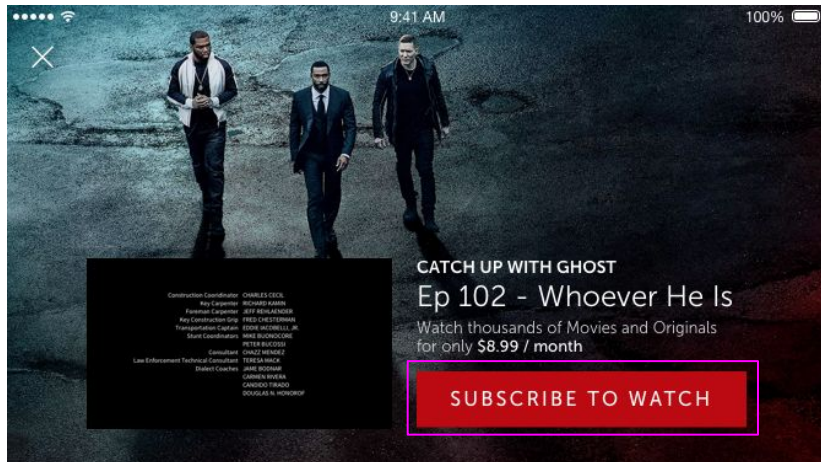

User prompted to create an account

1.5 Video player

Post account creation, playback starts

Post Free Content Playback Buy Flow

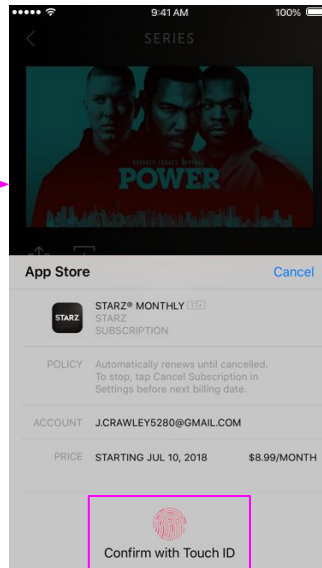### 2.1 Post Video Overlay

At credit time end:
Video Player window shrinks
Displays studio background with Next Episode Metadata and Marketing copy
Primary CTA: Subscribe

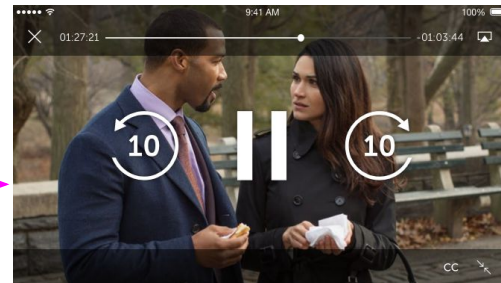User can tap the video window to go back to full view

2.2 IAP

User taps Subscribe CTA and will go through IAP

Display only the Monthly plan
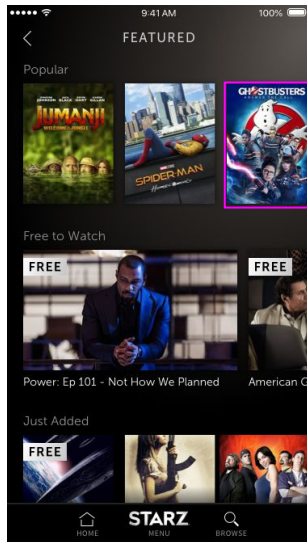
2.3 Video Player

Upon successful IAP, user will return to video player and autoroll into the next episode.

If a user is on a Movie, they will roll into the title that was delivered in Spool Up.

Non-Free Subscription Flow
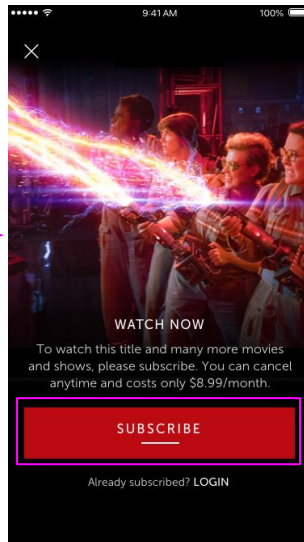
Non-Free Title Buy Flow

3.1 Featured

User taps keyart of Non-Free content
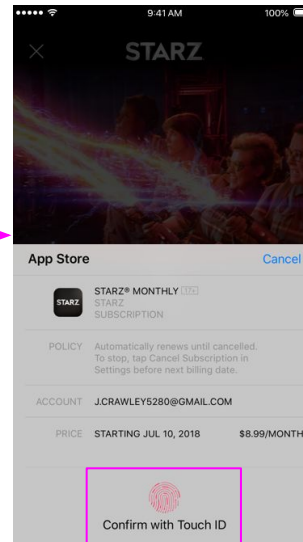
3.2 Movie Asset Detail

User goes to the Asset Detail and taps Play CTA
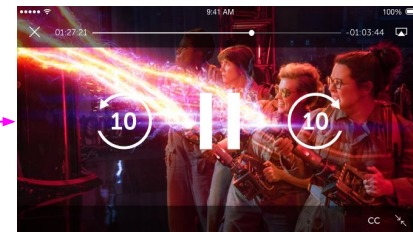
3.3 Subscribe

User show an interstitial Marketing Landing screen to motivate user to Subscribe or Login to play video

3.4 IAP

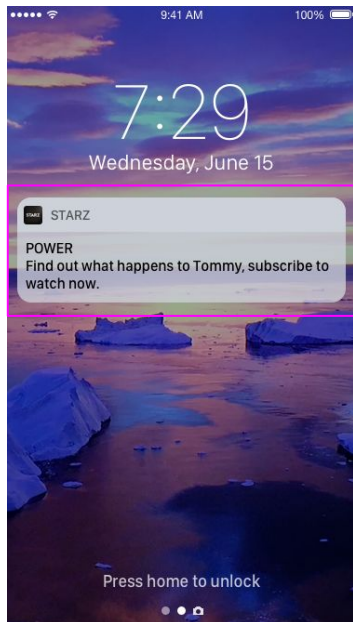On Subscribe tap, user will go through IAP

3.5 Video Player

Upon successful IAP, playback of previous title will start

Marketing Re-engagement Flow
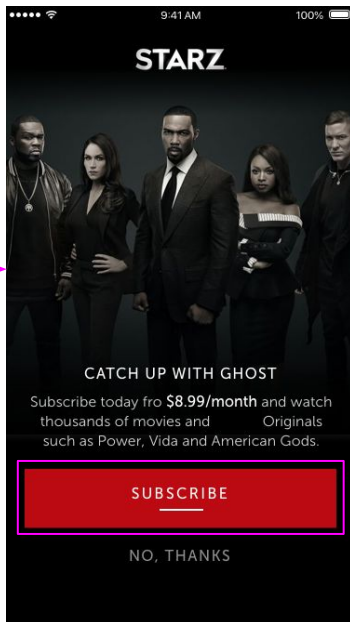
Re-engagement Marketing Buy Flow

4.1 Push Notification

Use Leanplum to deliver push notification

Ie. upsell message b/c they watched the free episode of Power
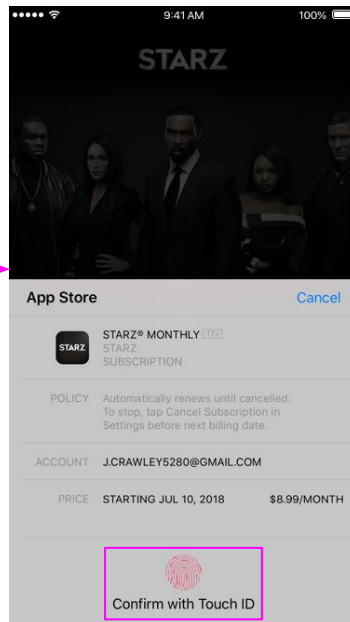
4.2 Landing

User show an interstitial Marketing Landing screen to motivate user to Subscribe
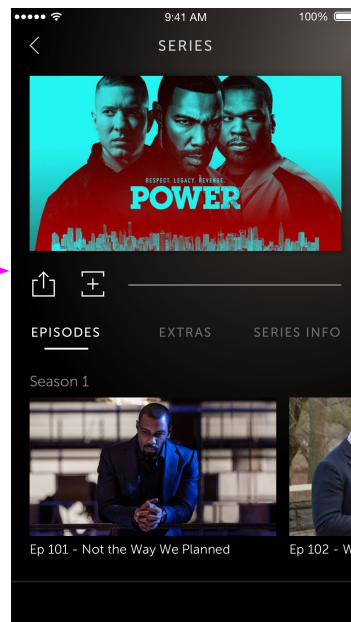
No Login option, since we already know this user does not have an active subscription and goal is acquisition

4.3 IAP

On Subscribe tap, user will go through IAP

4.4 Series Asset Detail

Upon successful IAP, user will be taken to the Asset Detail of content that was delivered in the push notification