



ТРИКОЛОРТВ

**IMPROVING PAY TV OPERATOR'S PROFITABILITY
THROUGH AN EFFICIENT CONTENT POLICY**

5 PRINCIPLES FOR PROFITABLE PAY TV

#1. Free Package of Channels

- a boost to attract new TV viewers
- offered together with set-top-box initial purchase
- Cannot be viewed as the main boost of business and has to be combined with other marketing strategies.

#2. Right Amount of Channels

The broadcaster must offer **its** viewers programming that interests them:

- about **200 channels** to meet most viewing preferences
- most popular and branded channels to attract viewers

#3. Accessibility of Pay TV

Pay TV should be accessible for the majority of the subscribers:

- widespread and up-to-date formats of channel broadcasting (HDTV)
- reasonable subscription fee as Pay TV is no more a luxury service

#4. Basic TV Package Full Featured

Basic TV Package should offer maximum features for use:

- wide variety of channels
- optional subscription to extra packages and services
- trial period for new Pay TV services

#5. Extra Packages

To boost sales of package extras a broadcaster should focus on programming:

- premium and branded channels that attract the audience.
- Thematic package should be customer-oriented.

#5+1. Price Policy

- TV Channel should not cost more than a subscriber is willing to pay for it.
- A broadcaster should learn preferences of its subscribers and program packs and services according to the taste, demand and paying capacity of its audience .



Michael Goryachev

Chief Content Officer

National satellite company, CJSC

GoryachevMV@tricolor.tv

Tel.: +7 (812) 332 68 68 (ext.5224)

Mob.: +7 (911) 110.3292.