

Teaser Version

Full Report Requires Registration

VEED

video services intelligence

waipu .tv

Launch of Exaring's OTT
Live TV-App waipu.tv

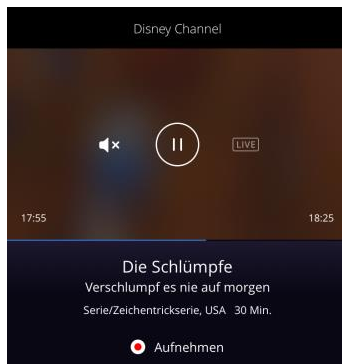
veed snapshot

October 2016

Product Overview: The newly launched waipu.tv-product is an OTT Live TV service with nPVR and access to 52 channels

Strategic Rationale

- **Proposition:** Live TV service that lets you watch, record and pause TV shows in-home and out-of-home on your smartphone or TV (via Chromecast) - all only with one app
- **Sales Positioning:** Apart from direct online sales, waipu.tv cooperates with mobile service provider Mobilcom (part of the Freenet) to reach a broader customer base: Mobilcom offers an additional subscription model for waipu.tv to its customers with 24 months contract duration and a small discount

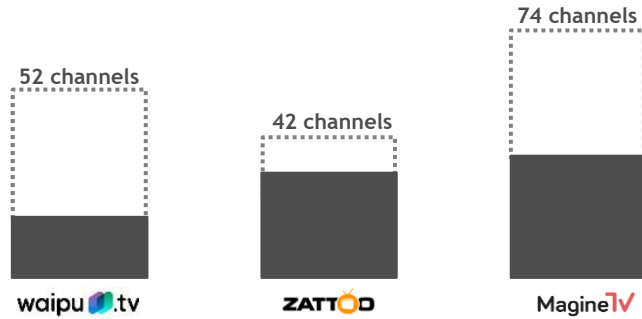


Offering Details

- **Packaging:** Aside from a free basic package, waipu.tv offers two paid packages: “Comfort” for 4,99€/month and “Perfect” for 14,99€/month. “Comfort” includes 52 SD channels, nPVR and Timeshift. “Perfect” additionally contains 18 HD channels, a mobile option and Multi-streaming. Contracts can be terminated monthly
- **Upgrade Options:** Package “Comfort” can be upgraded with an HD option (5,00€), a mobile option (5,00€) as well as additional nPVR storage capacity (2,00€ for 10 hours/ 5,00€ for 50 hours/ 9,00€ for 100 hours)
- **Features:** nPVR (both SD & HD channels), swipe-to-TV, pause, concurrent streaming on up to 4 devices, out-of-home option, multi-stream, no start-over, 24 of 52 channels can only be viewed within a registered home network (only “Comfort” package)
- **Devices:** Currently limited to iOS /Android smartphone app and cast via Chromecast / AppleTV¹⁾

Content Insight: Channel analysis indicates that waipu.tv offers a slightly limited channel variety and fewer HD channels than its competitors

HD Channel Availability¹



- ✓ waipu.tv offers HD channels as part of their “Perfect” package (35% of all channels are available in HD)
- ✓ Compared to its direct competitors Zattoo and Magine TV, waipu.tv offers only 58% and 50% of Zattoo’s resp. Magine’s HD channel portfolio

Top 25 Channel Availability²

Channel	Market Share (%)	waipu.tv	Zattoo	MagineTV
ZDF	13,3	SD & HD	SD & HD	SD & HD
ARD Das Erste	13,1	SD & HD	SD & HD	SD & HD
ARD-Dritte	12,0	SD & HD	SD & HD	SD & HD
RTL	9,0	SD	SD	SD
Sat.1	7,1	SD	SD	SD
VOX	5,0	SD	SD	SD
ProSieben	4,7	SD	SD	SD
kabel eins	3,8	SD	SD	SD
RTL II	3,4	SD	SD	SD
ZDFneo	2,3	SD & HD	SD & HD	SD & HD
SUPER RTL	1,6	SD	SD	SD
SAT.1 Gold	1,5	SD	SD	SD
Nachrichten - TV	1,4	SD	SD	SD
RTL Nitro	1,3	SD	SD	SD
3SAT	1,1	SD & HD	SD & HD	SD & HD
Kika	1,1	SD & HD	SD & HD	SD & HD
Phoenix	1,1	SD & HD	SD & HD	SD & HD
ZDFinfo	1,1	SD & HD	SD & HD	SD & HD
Arte	1,0	SD & HD	SD & HD	SD & HD
DMAX	1,0	SD	SD & HD	SD & HD
Tele 5	0,9	SD	SD & HD	SD & HD
Sixx	0,8	SD	SD	SD
SPORT1	0,8	SD	SD & HD	SD & HD
ProSieben MAXX	0,6	SD	SD	SD
Eurosport	0,6	SD	SD	SD
Total	89,6%	89,6%	89,6%	89,6%

Summary & Outlook

Summary:

- waipu.tv offer
- The ch
- wa
- pa
- Mis
- cas

Please do not hesitate to contact us
and sign up for our snapshot distribution list

Profit from the latest insights on
media and video services trends

Publications include:

- Trend Monitoring
- Benchmarks
- Product/Service analyses
- etc.

Outlook

- A la
- inte
- to w
- Bein
- uptake especially through joint Freenet/Mobilcom marketing activities as already in place with Mobilcom bundles

If you would like to discuss the
developments in the OTT market,
please get in touch with:

Dr. Bernd Riefler
Chief Marketing Officer

veed analytics
+49 151 58243355
bri@veed-anlytics.com

www.veed-analytics.com