

## **Update on Cloud TV**

We have data to show that the addition of Video to our HSI bundles increases the lifetime value. However, as consumer buying behavior and demand evolve, we must continue to make smart investments in our Video platforms to support that value statement for years to come.

At our Spring Telco TV Marketing Symposium, we provided information on analysis TDS conducted over the previous six months in an effort to formulate an investment strategy into that next-generation Video platform, and had discussion surrounding transferability and scalability to multiple different tiers of operators.

On this Hot Topic Webinar, we will discuss the options available to the Telcos and how TDS has formulated a strategy to utilize Cloud TV technologies to meet the current and future consumer appetites for video services.

**Speaker:** Pat Ferguson, Manager of Video Product Management, TDS Telecom



Pat has been with TDS for just shy of 7 years, where for the last two he has led the Video Product Management team and efforts across TDS' Wireline and Cable operations. Pat lives in the Madison, WI area with his wife and two young daughters, is a Green Bay Packers season ticket holder, and performs weekly as the house musician at HotelRED; a boutique hotel located in downtown Madison.