

Synacor

The platform standard for delivering bundled high-speed Internet services

As competition heightens for high-speed Internet access, providers have a choice: reduce prices or increase value. By bundling a wide range of content and value-added services, access providers significantly increase the perceived and actual value of any Internet access product. Branded, customized subscription services become powerful acquisition and retention tools. Internet content and value added services contain many personalization elements which fundamentally change the traditional access provider-consumer relationship. Whether it's customizing music playlists, personalizing weather or maintaining point tallies in game tournaments, these and other elements will differentiate high-speed offerings and bind consumers to their providers.

Leading technology coupled with a proven generator of broadband customer growth & profitability

Synacor, the country's leading private-label provider of essential online services and content, delivers portals and technology enabling high-speed Internet access providers to easily bundle a wide variety of free and subscription-only value-added services into their Internet access products. Having integrated numerous online content and service partners, Synacor offers a range of highly-valued bundles to consumers from the most extensive catalog of subscription services available from one source. The company's private-label technology platform reinforces the brand of high-speed Internet access providers, enabling them to easily bundle, provision, support and bill for multiple services offered as part of a single rate code.



Synacor has enabled many major cable operators to extend and deepen their relationship with subscribers by leveraging its technology platform to deliver an array of highly-valued services and significant personalization. The company's platform contains patent-pending technology that involves provisioning and delivering multiple stand-alone subscription services. Synacor's content and value-added service partners provide a variety of premium online subscriptions from many categories including sports, entertainment, music, lifestyle, education, news, security and personal communications.



Synacor's technology platform

- Reinforces the brand and message of high-speed Internet access providers through its private-label technology
- Delivers significant personalization so that subscribers receive an increasingly customized experience
- Results in reduced churn and increased revenue per subscriber
- Supports the most popular Internet services enabling them to be bundled together within an easy-to-access and simple user experience

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