UX DESIGN
BRINGING VALUE, DIFFERENTIATION, TTM, VELOCITY AND EFFECTIVENESS TO OUR CUSTOMERS

OLIVIER LACOUR
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PLATFORM+CUSTOM
SNOWFLAKE+BRANDING
Success features strategy

Iris Subscribers

95% of subscribers use Time Warp and Restart.

75% use them every day and at least twice.

25 millions uses
(Utilisations x2 in 10 months)
Value strategy
From basic to premium

- **2011**
  - 86% legacy
  - 14% Iris

- **2012**
  - 70% legacy
  - 30% Iris

- **2013**
  - 54% legacy
  - 46% Iris

- **2014**
  - 38% legacy
  - 62% Iris

SOURCE: ZON IRIS GROWTH, 4Q11-4Q13 - OVUM
Premium growth
Product Maturity = +76% growth

+76% vs +5% growth on the legacy offer

SOURCE: Zan Iris Growth, 4Q11-4Q13 - Ovum
Snowflake UI deployment
From basic to premium

- **2010**: 100% legacy
- **2013**: 60% legacy, 40% SFR Box Evolution
- **2014**: 40% legacy, 60% SFR Box Evolution
  - **UI Snowflake deployed**

*Source: SFR Strategy Goals*
Snowflake = Everywhere
Consistency strategy

1.8 million
SFR subscribers using it on smartphone or tablet
SEARCH
LIBRARY
NOW
STORE
PROFIL
ON NOW
Lord of the Rings: The Two Towers
20:45 - 23:15
Global strategy
1 year, 1 UI, 4 markets

500,000 customers
42% Netherlands
28% Switzerland
9% Ireland
21% Germany
Reactive strategy
Early in the product life cycle = conversion is on!

- **dec. 12**
  - Netherlands 18% of subscribers

- **jan. 13**
  - Switzerland 20% of subscribers

- **aug. 13**
  - Ireland 13% of subscribers

- **sept. 13**
  - Germany 5% of subscribers

- **march 14**
VIEW MORE CHANNELS

US HHs 17.5 ch
CONTOUR HHs 22 ch
CONTOUR App HHs 29 ch
IMPACT
UX
VIEW MORE
VOD
CONTOUR App HHs +19%
IMPACT UX

LESS CHURN

CONTOUR App HHs -15%
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MERCI
SEE YOU AT IBC FOR SNOWFLAKE 15

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