

philo



Bring the Ultimate DIRECTV Experience to Campus with Philo

Who We Are

Philo provides your university customers access to popular DIRECTV® programming on their laptops, tablets, and mobile devices anywhere on the private campus data network. With Philo, residents can now watch live TV or record their favorite programs to watch on their own schedule, anywhere on campus.

Why Partner with Philo?

Already implemented at universities across the country, Philo is a powerful IPTV 2.0 solution that gives you the tools you need to take your sales to the next level. It allows you to tap into a robust new market and provides you with the chance to expand your opportunities with current university customers. Philo also gives you built-in advantages that put you ahead of the competition, including authentication for HBO GO®, the streaming service from HBO®.

When you partner with Philo, you open doors to motivated buyers, passionate viewers, and a cutting-edge service that enables you to generate the new revenue you're looking for.

What People Are Saying about Philo:



Students love [Philo] because, with just a college email address and access to campus Internet, they can watch live TV at philo.com... And the industry loves it because it deters piracy and delivers the coveted 18- to 24-year-old demographic.

Fast Company

Named one of Fast Company's 50 Most Innovative Companies in the World, 2014



Philo allows me to watch TV on my schedule. College is crazy and my schedule is unpredictable, but knowing I can come home from a long night in the library and relax with recordings of my favorite shows keeps me going.

Allison

Pepperdine '17



We have been very happy with the monitoring and response capabilities of Philo. On several occasions, [they] have alerted us to outages on our over-the-air channels before we realized the outage ourselves.

David Morton

Director, Mobile Communications,
University of Washington



Working with Philo on our university L&I projects has truly been a pleasure. The Philo product is a true game changer in the industry.

Justin Jones

Just In Time Communications

What Philo Does For You:

Powerful IPTV 2.0 Solution for Colleges and Universities

- Engaging DIRECTV entertainment on any device, anywhere on campus
- Students bring and manage their own devices
- Easy installation and 24/7 remote management by Philo
- Digital HD without set-top boxes
- Fulfills IPTV 2.0 requirements for RFPs and requests
- Services common areas and administrative drops with Philo's Roku application—no coaxial cable required

The Market Is Here

- 3,000+ colleges and universities in the U.S.
- At least 5 million students living on campus
- Untapped opportunity to win new customers

The Interest Is Here

- Philo is already implemented at dozens of U.S. colleges, including University of Alabama, Stanford, and the University of Washington
- Philo does the heavy lifting for IT administrators
 - Reduces inbound traffic
 - Fewer DMCA takedown notices
 - No special network configuration
 - Decreases maintenance hassle thanks to Philo's remote management
- Housing and admissions love Philo's competitive edge
 - Provides an on-campus amenity that draws students to campus
 - Keeps the university tech-forward and ahead of the competition
 - Creates satisfied students: 66% of surveyed students say Philo improves on-campus life

(Philo User Survey: The Future of Television [Spring 2014])



Interested in learning more about how to start selling Philo?

Contact Commercial Connect TV at **877-789-7995**

