

Contour Stream Player for Field

Contour Stream Player Overview

- The Contour Stream Player is a device that allows customers to watch the most popular streaming content like Netflix, YouTube, and Amazon Prime Video on their TV – without switching inputs or apps
 - Utilize the Wireless 4K Contour Stream Player for all new installs
- Eligible customers:**
- For new and existing Cox Internet subscribers who take Panoramic WiFi
 - Hardware: PW3 or PW6 with the **Wireless 4K Contour Stream Player only** (requires CHSI)
 - Current Contour 2 customers can downgrade to Contour Stream Player (retention only) and need to swap for the **Wireless 4k Contour Stream Player**.

Differences in Installation: Contour 2 and Contour Stream Player

- Follow BAU installation process for IPTV/cDVR
- Technician must put a MoCA filter on the Demarc or point of entry
- MoCA should be auto-enabled when an Wireless 4K Contour Stream Player is active
- **Techs cannot swap Wireless Contour Stream Players for wired Contour Receivers during a new install.**

Features and Benefits

- Customers with the Contour Stream Player can also subscribe to other on demand services and rent or buy individual shows and movies
- Customers can easily search across all content sources with the provided Voice Remote
- Cox Homelife customers can use the Contour Stream Player and Voice Remote to control their lights and thermostats.

Customer Education

Demonstrate how to use the equipment:

- Turn on the set top box. It should display the main menu pictured below.
- Using the voice remote, test the YouTube app by saying “YouTube Cox Communications How to buy movies and TV shows on Contour TV”
- Test Video on Demand
- Note: Technicians will be unable to test live linear channels/**Focus on the Contour button, Apps, and On Demand Services**

OTT Apps

Netflix
Amazon Prime
YouTube
YouTube Kids
iHeart Radio
NPR One
ESPN 3
Tubi TV

OnDemand

Movie Rentals
Movie Purchase
TV Show Purchase



SVODs

Outside TV
DogTV
Baby/Kid Genius
Stingray Karaoke
Gaiam TV Fit & Yoga
KidStream
Curiosity Stream
Up Faith & Family
Anime Network
Eros Now!
Too Much for TV
Here TV

Pricing

- New customers with IPTV: \$5 after adding Contour Stream Player campaign. Wireless 4K Contour Stream Player only.
- Retention downgrade: \$5 after adding Contour Stream Player campaign.

Contour Stream Player for Field

Fiber PON

Cox is expanding Contour Stream Player service to more customers.

- Effective in April 2020, Contour Stream Player will be available to Fiber PON customers.
- The Fiber PON Panoramic WiFi Gateway (Technicolor CGM4141)
- Follow Business As Usual installation and troubleshooting when installing the ONT.
- Professional Installation only

Troubleshooting

- In every Contour Stream Player customer scenario, either a PW3 or PW6 **and** Wireless 4K Contour Stream Player are required.
- Follow BAU troubleshooting for IPTV

Settings to Check at Installation

In PW3 & PW6 installations, technicians must verify that:

- Bridge Mode is off and security settings are low (Note: Should be default settings)
- RSSI (Xi6) level of -67 dBm or better

Equipment Services Codes Necessary for Order Entry

- Contour Stream Player customers must take Cox Internet with Gigablast, Ultimate, Preferred 100, or Essential Internet Service
- New Contour Stream Player customers must take Panoramic WiFi and the Wireless 4K Contour Stream Player.
- Current Contour 2 customers can downgrade to Contour Stream Player and keep their equipment with the exception of Wired hosts & clients, DTAs, and Cable Cards; those must be returned.

Service Code	Short Desc	Statement/Long Desc
7325	STRM PLYER	Contour Stream Player Base Code
7805	CSP IP WL	C2 STREAM PLAY-IP CLNT WL

Downgrades

- All wired hosts & clients, DTAs and Cable cards need to be removed from the household.

Contour Stream Player for Field

Frequently Asked Questions

Are Contour Stream Player customers able to watch their shows and movies on their mobile devices?

- Contour Stream Player customers can download the Contour App for free, where they can watch any shows or movies they rented or purchased through the Contour Stream Player as well as watch subscription OnDemand services (like Hallmark Movies Now).
- To watch Netflix, Amazon Prime Video, and YouTube content on their mobile devices, customers must continue accessing those apps directly.

How many simultaneous streams does the Contour Stream Player have?

- Customers can stream up to 5 devices.

Does the Contour Stream Player have DVR/cloud DVR?

- No. If the customer is interested in DVR, they will want to get a Contour Package that includes live broadcast and cable channels.
- In that scenario, the same Contour Stream Player box can function as a DVR if the customer subscribes to DVR service from Cox.

Contour Stream Player for Field – Antenna Overview

Antenna Overview

It's no secret that the way people watch TV has significantly transformed over the past few years. And the TV transformation is only just beginning. As Cox continues to evolve its video strategies and offerings, it's becoming increasingly important that Cox offers solutions based on what its customers want.

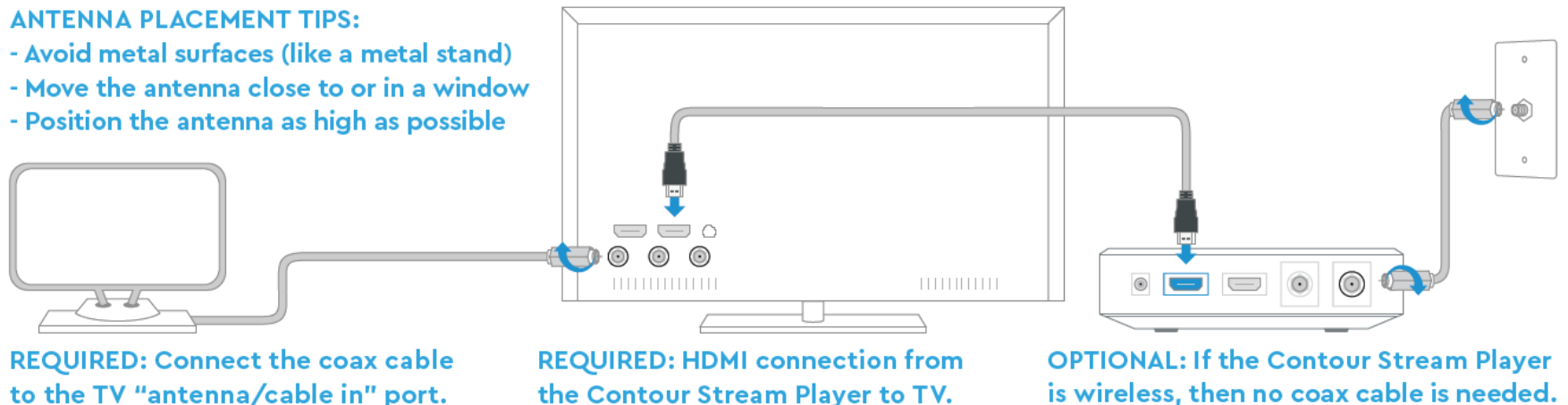
The goal is to provide a solution to customers who want to receive broadcast channels as Cox continues to work on obtaining additional content rights for streaming only customers.

Installation Steps

1. Connect the antenna's coax cable into the TV's "antenna/cable in" port. Note: it may be called "ant in", "ant/cable", or something else depending on your TV manufacturer.
2. Verify there's an HDMI connection between the Contour Stream Player and the TV. Do not remove it unless it's attached to the "antenna/cable in" port.
3. Change the source on your TV to "antenna" using the source/input button on your TV remote. Note: it may be called "TV" or something else similar, so test it to verify.
4. Once your antenna is connected to your TV and you've changed to the correct source, you'll need to run a TV channel scan. Most TVs have a channel scan option in their menu system, many times in a SETUP or CHANNEL menu under ANTENNA. Your TV's user guide will provide details on how to do this.
5. You must perform a channel scan to receive any channels.

ANTENNA PLACEMENT TIPS:

- Avoid metal surfaces (like a metal stand)
- Move the antenna close to or in a window
- Position the antenna as high as possible



REQUIRED: Connect the coax cable to the TV "antenna/cable in" port.

REQUIRED: HDMI connection from the Contour Stream Player to TV.

OPTIONAL: If the Contour Stream Player is wireless, then no coax cable is needed.

Frequently Asked Questions

Why is Cox promoting antennas? Cox is still a cable company, right?

Cox's research has shown that 55% of people who don't pay for live TV, such as Contour Stream Player customers, use an antenna to watch broadcast TV. Since CSP customers are likely to get an antenna anyway, Cox is testing whether there are benefits to CSP sales to help meet this customer demand.

Doesn't Cox want to encourage customers to watch paid live TV like Cox has always offered?

For many customers, live TV is something they value and greatly enjoy. On the other hand, cord cutting is very real, and Cox recognizes that not everyone finds traditional TV to be worth the price. These types of customers are why Cox offers Contour Stream Player in the first place, and why we continue to evolve its video strategy and offerings to meet the needs of all types of TV viewers.

Antennas have many problems, from geography to building materials, that sometimes make it difficult or impossible for them to receive TV signals. How do we deal with this?

Yes, antennas have problems and arguably that's a reason why Cox exist as a cable operator. When Cox retail personnel are talking to CSP customers about antennas, they will be explaining that Cox can't guarantee that the customer's residence is a good fit for using an antenna, but that when an antenna does work it, can be a good option for free broadcast TV. It will be essential to set proper customer expectations upfront.

Do customers have to set up the Antenna outside?

No, the antenna types that Cox is are testing are designed for indoor use only, so customers shouldn't place the antenna outside. It connects directly to their TV.

Frequently Asked Questions

Will antennas work for every TV?

These antennas work for TVs manufactured after 2007, which typically means the TV will also have an HDMI, component, or composite connection for the Contour Stream Player. TVs manufactured before 2007 may be “analog only” and require a tuning adapter to convert modern, digital broadcast TV signals into the older analog TV broadcast standards. These older TVs may also need an HDMI-to-RF adapter to allow the Contour Stream Player to be connected. Any adapters would need to be purchased separately.

I’ve heard that signal quality can differ based on a home’s location. How can a customer tell if their home will be able to receive the on-air channels?

You can check the signal strength of the customer’s location at www.fcc.gov/mb/engineering/maps.

What if I want to watch cable or broadcast channels without switching inputs?

Customers who want cable, broadcast, and streaming services all on the same input should subscribe to our traditional Contour 2 product.

How does an antenna actually work?

The antenna picks up the over the air signal from the local television station and puts that signal onto a cable that can be fed into the customer’s TV. Then the TV converts the signal to audio and video to display for the viewer.