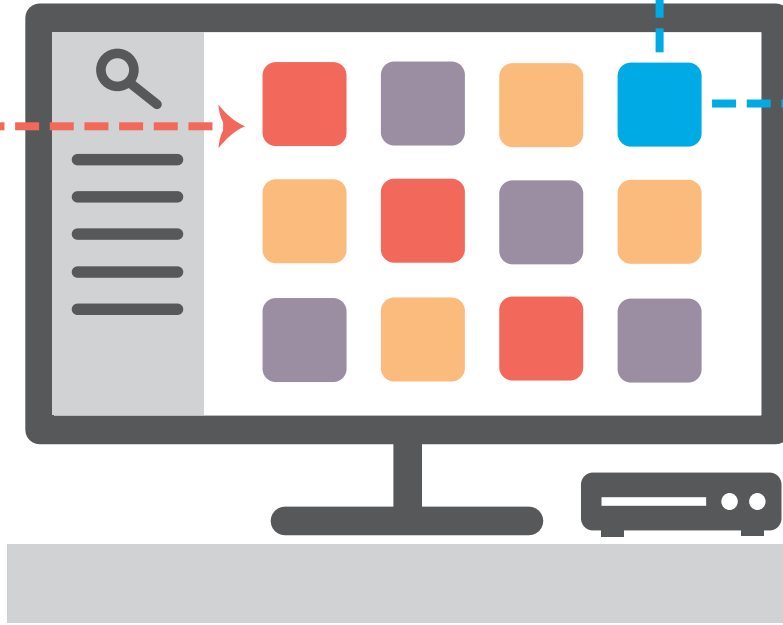


#DITCHTHEBOX: AN APPS-POWERED ALTERNATIVE TO TV SET-TOP BOXES

Independent programmers and pay-TV providers propose to replace TV 'set-top boxes' with downloadable apps – allowing viewers to watch pay-TV on virtually any device without paying to rent a box.

This Consumer App Approach democratizes TV so anyone can develop new devices to compete with traditional boxes – or consumers can watch TV with no box at all.

All major pay-TV providers would offer an app built on open HTML5 standards that can be used to watch video programming on virtually any device – game consoles, laptops, streaming boxes, smart TVs, and more.



Apps would protect licensing, copyright, and privacy and strengthen diversity on TV.

This approach would give consumers new choices that don't require paying for a set-top box by allowing them to watch on virtually any device.

Devices using the Consumer App Approach would be able to search pay-TV and streaming content together in one search with one remote.

