

Mobile content revolution

✓ **OVO – a hybrid
telco and
content startup** ✓

In partnership with
Optus Wholesale

Yes

OPTUS | **OVO**



With the tagline #FortheFans, OVO Mobile set its sights to change the consumer experience from a content and mobile perspective. Optus Wholesale saw this as an innovative and unique market proposition, and offered our support.

Background

OVO is a media and content distributor as well as being a mobile service provider. Offering no lock-in contracts, SIM only plans for any budget, along with unlimited data for entertainment streaming, OVO represents a new breed of MVNOs – the Entertainment Virtual Network Operator (EVNO).

Sport fans currently experience barriers around watching, listening and sharing content. Two major problems were limited access to entertainment and the high cost of data. OVO's vision was to provide etc. Thus, OVO's vision was to provide some of the world's best sports and entertainment to customers through a mobile app, OVOPlay. That means the customer can enjoy entertainment to their mobile or tablet without using their data allowance.

OVO set out to find a way to provide entertainment and sports content for no mobile data cost.

Solution

Optus Wholesale stood out from other network providers due to our unique offerings. The support extended to an accelerated enablement (within 3 months of contract execution), executive sponsorship and a drive to support their truly unique proposition. A strong history of enabling over 20 prepaid and postpaid MVNOs, as well as offering layer 2 and 3 Mobile Broadband services, made us the perfect partner for OVO.

Optus catered to OVO's needs by understanding what was necessary to overcome their challenges. OVO partners with sporting brands such as V8 Supercars, Audi Sport Customer Racing Australia and Gymnastics Australia to bring content to fans. We provide support in the form of marketing strategy, enablement, un-metering and promotion. Our unique offering also includes full access to Optus' 3G network, reaching 98.5% of Australians, and our 4G Plus network that currently reaches 95% of the population. This allows OVO to provide a super-fast

data service that delivers its entertainment services to the consumer.

Optus Wholesale built and delivered a quality and differentiated network, as well as invested in innovative wholesale platforms such as the upcoming Optus Wholesale Unity. Leadership management from the top of Optus Wholesale help create a strategic partnership with OVO that entails strategies for all parts of the business. By supplying this level of support, OVO are able to provide passionate fans with access to what they love, whenever they want.

Through Optus Wholesale's infrastructure, OVO is now able to reach even more customers in Australia and deliver great entertainment content through OVOPlay.

The Future

OVO have ambitious plans for the future, with the ultimate goal of partnering with hundreds of sports and entertainment channels. All this will be delivered to millions of fans anytime. With advances in coverage and network speed, as well as the lower cost of smart devices, OVO will continue to provide the content that customers love to their devices.

Within the next few years, their aim is to have 2 out of 3 Australians watching content distributed by the company. With the continued support of Optus Wholesale, OVO's revolution of the telco will send shockwaves throughout the industry.

'I'm excited about OVO being a brand that is truly developing a great relationship with their customers to deliver what's important to them – plus giving them all the basics that they need on an everyday basis.'

Melissa Jones, Head of Marketing of OVO



'I'll know we nailed it when one day a young girl, who is heading to the Olympics, is asked by the media - "how did you first get interested in Gymnastics?" and she replies "Well it started when mum gave me OVO"

Matt Jones, CEO of OVO

Visit optus.com.au/wholesale to find out more about Optus Wholesale mobile solutions.