

CUSTOMER SUCCESS STORY

Tigo Debuts a new Netflix Original Hit



New groundbreaking Tigo offering brings free Netflix to customers

As over-the-top (OTT) services continue to grow in popularity, communications services providers (CSPs) need to develop new and innovative offerings that are mutually beneficial and resonate with subscribers.

Tigo has found an ideal partner in Netflix and is offering a free 3 month subscription to the video streaming service. This partnership will enable both Tigo and Netflix to expand their customer base and demonstrates how CSPs and OTT services can work together to grow revenue.

Get the Message Out

Select Tigo customers will receive a free Netflix subscription for 3 months while specific Android devices will be pre-loaded with subscriptions via the Netflix app.

Tigo is relying on Sandvine's Outreach capabilities to manage the promotional campaign and notify subscribers about the innovative Netflix offering.

Innovative Partnerships

OTT services are a cornerstone for revenue and subscriber growth at Tigo. The strategic partnership with Netflix will provide new subscriber opportunities for both companies and enable customers to experience "The Digital Lifestyle."[™]

This innovative partnership demonstrates how cutting-edge operators like Tigo can leverage Sandvine to promote their offerings.

Innovation Made Easy

"Customers are choosing Tigo for seamless on-demand services anywhere. This unique Netflix promotion is available only to TigoStar and TigoSmart subscribers. Customers will be able to enjoy a huge choice of viewing via our stable, high-speed network."

- Victor Unda
Chief Commercial Officer

About Tigo

Tigo is a part of Millicom, a leading telecom and media company dedicated to emerging markets in Latin America and Africa.

Founded in 1990, Millicom group employs more than 16,000 people and provides mobile services to over 62 million customers.



Learn how OTT services can help grow revenue. Visit www.sandvine.com