

CSG's Kent Steffen Wins The Cable Show 2014 CIO.IT Competition Panel

Content Direct® President Discusses the Complexity of the Multiscreen Customer Experience

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [CSG International, Inc. \(NASDAQ: CSGS\)](#), a global provider of interactive transaction-driven solutions and services, today announced that the president of CSG Content Direct, [Kent Steffen](#), won the [CIO.IT | Competition 2014](#).

Mr. Steffen won in the category, "Video Here, Video There: Solutions for Making Multiscreen Delivery Look Easy," in Los Angeles at [The Cable Show 2014](#), sponsored by the [National Cable & Telecommunications Association](#) (NCTA). He addressed the evolving competitive landscape for cable and telecom providers and the revenue opportunities and profitability challenges in the rapidly growing digital economy.

"The consumer appetite for video on every imaginable screen continues unabated," said Rob Stoddard, senior vice president at NCTA. "A major objective of our CIO.IT program is to identify and address substantial operating challenges in the cable IT environment. Our competition judges believed that Mr. Steffen did an exceptional job of explaining the forces at work in the multiscreen marketplace, including the strong consumer demand for seamless availability of video, the new technologies to meet that demand, and the solutions available to cable distributors to efficiently respond to consumer requirements while generating growth and revenue."

On the CIO.IT Competition panel, Mr. Steffen explored the technical and operational requirements needed to deliver premium video content to a variety of mobile devices while simultaneously supporting back-office processes for robust payment options and revenue-generation opportunities. He outlined the transition many service providers have begun in order to transform from network centric "cable" providers to full-service digital lifestyle providers. He touched on content creator and distributor support of UltraViolet™ to offer consumers access to content on multiple devices from a single account. Additional highlights included how to:

- Manage intuitive device registration and user authentication
- Configure access to policies and entitlements for differentiated levels of services
- Manage the delivery of correct file formats to each device seamlessly
- Offer content for purchase using subscription-, rental-, and purchase-based models
- Create dynamic promotional offerings with discounts, coupons, and loyalty points
- Accept transactions through an online storefront from any mobile device
- Support eCommerce payment methods such as credit, debit, and gift cards; PayPal; loyalty points; stored value accounts; and to direct-to-bill charges
- Handle complex accounting requirements including taxes, credits, discounts, coupons, and partner settlements
- Understand and manage margins based on price, demand, sales, and detailed transaction cost analysis

"CSG is at the forefront of innovative solutions for cable and telecommunications providers," said Bret Griess, executive vice president and chief operating officer at CSG. "Kent's expertise and passion show providers how to generate new revenue streams, maximize the customer experience, and tap the agile, next-generation technologies that can help them extend and defend their share of an extremely competitive market. His CIO.IT win is no surprise to us, and we are honored by NCTA's recognition."

Other CSG executives discussed the results of the company's recent ["Supporting Today's Digital Lifestyle"](#) survey, which explores the opportunities and concerns cable and telecom operators face as the digital lifestyle evolves. They also showed why building innovation frameworks enables dynamic bundled services and supports creative and flexible pricing structures; how to optimize wholesale revenues by attracting more traffic, routing traffic effectively, and mitigating carrier bypass fraud to improve quality of service and bottom-line performance; and the ways [CSG Invoas](#) can help organizations combat the increasing frequency, sophistication, and unpredictability of cyber attacks.

About CSG International

[CSG Systems International, Inc. \(NASDAQ:CSGS\)](#) is a market-leading business support solutions and services company serving the majority of the top 100 global communications service providers, including leaders in fixed, mobile, and next-generation networks such as AT&T, Comcast, DISH, Orange, Reliance, SingTel Optus, Telecom New Zealand, Telefonica, Time Warner Cable, T-Mobile, Verizon, Vivo, and Vodafone. With more than 30 years of experience and expertise in voice, video, data, and content services, CSG International offers a broad portfolio of licensed and Software-as-a-Service (SaaS)-based products and solutions that help clients compete more effectively, improve business operations and deliver a more impactful customer experience across a variety of touch points. For more information, visit our website at www.csgi.com.

About CSG Content Direct®

CSG Content Direct empowers content creators, aggregators, and distributors to easily and effectively market, monetize, and manage content. Content Direct is offered as either a set of software services or as an integrated solution and allows content companies of all sizes to increase the value and return of every content transaction. The solution supports virtually all content types and commerce models, including marketing promotions, offer management, partner management, financial management, reporting, analytics, and syndication. Content Direct is a complete solution and is integrated with leading digital ecosystem providers. For more information, please visit www.csgi.com/contentdirect.

NCTA
Rob Stoddard, +1-202-222-2352
Communications & Public Affairs
rstoddard@ncta.com

or
CSG International
KC Higgins, +1-303-434-8163
Public Relations
kc.higgins@csqi.com

or
Liz Bauer, +1-303-804-4065
Investor Relations
Liz.bauer@csqi.com

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