



INTERNATIONAL

January 5, 2016

CSG Ascendon to Power Industry-Leading Digital Streaming Service

Award-Winning CSG Ascendon™ Now Powers Online Movies, TV, Books, Music and Apps Service for one of the World's Largest Entertainment Brands

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [CSG International \(NASDAQ: CSGS\)](#), a global provider of interactive transaction-driven solutions and services, today announced that its CSG Ascendon digital services platform now supports a new digital membership service offering the biggest collection of movies, TV, books, music and apps from one of the world's most loved entertainment brands.

The new membership-based streaming service is available in the United Kingdom and allows consumers to explore entertainment content through a rich and colorful interface, powered by CSG Ascendon. Consumers can stream instantly or download an expansive digital library of hundreds of movies and books and thousands of songs and TV episodes via the Internet, app, or via streaming content to TV using Apple Airplay or Chromecast. CSG Ascendon enables consumers to add up to 10 compatible devices with their subscription and create up to six guest profiles, as well as watch movies and TV shows and read books in up to five different languages - English, French, German, Italian and Spanish.

For the new streaming service, CSG provides industry expertise and solutions across offer management, secure commerce, consumer management, video delivery and digital rights management in a multi-device, multi-media, multi-language offering. The breadth the Ascendon solution enables the client to dynamically drive targeted offers to specific consumers while ensuring the integrity of their digital assets is maintained at all times.

"We are honored to power this new groundbreaking service that brings a new level of interactivity and breadth of content to a broad range of devices," said Kent Steffen, president of CSG Digital Services. "The Ascendon platform helps our customers delight consumers through an interactive experience, secure content delivery, targeted offers, integrated monetization options, ecosystem enablement and cloud-based entitlements. Combined with a deep catalog of digital content and immersive experiences, CSG Ascendon delivers an easy to use experience that will keep consumers coming back for more."

Through its leading-edge functionality, CSG Ascendon enables consumers to seamlessly browse, pay for and play video content across multiple device platforms. CSG Ascendon powers innovative digital service strategies for several market-leading studios, retailers and service providers, including Comcast through [XFINITY On Campus](#); [Sony Pictures Home Entertainment](#); [Cineplex Entertainment](#); [ESPN](#); [Media-Saturn](#); and more. The platform overlays existing billing support systems, point-of-sale and device app stores, enabling providers to quickly launch and monetize new digital services without the need to replace existing infrastructure.

About CSG Ascendon

Ascendon is a cloud-based digital commerce platform that allows service providers to quickly create, launch, and monetize compelling offers of digital services including digital content and data across users, channels and devices. Purposefully built as a unified suite, Ascendon integrates the full scope of business operations - from product creation and sales offer, to order and activation, to revenue management and partner settlement. Ascendon is delivered through flexible delivery models, including cloud and managed services. With no investment in new infrastructure, and virtually limitless scalability, service providers can fulfill digital services that consumers are demanding now and in the future.

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, Charter Communications, Comcast, DISH, Orange, Reliance, SingTel Optus, T-Mobile, Telefonica, Time Warner Cable, Reliance, SingTel Optus, Vodafone, Vivo and Verizon. With over 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 atA www.csgi.com.

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Source: CSG International

News Provided by Acquire Media