



HOME ENTERTAINMENT



SUMMARY

- Time-Life Home Entertainment (TiHE) is a division of Time-Life Inc. dedicated to the development and marketing of ancillary products to subscribers of Time, Life, and Sports Illustrated Magazines.
- Telepoint Communications was one of three primary vendors for TiHE from 2003 to 2007, during which time Outbound Telemarketing was the company's primary source of new continuity and one-shot subscribers.
- Telepoint sold continuities or one-shots to over one million households.
- Six times annually Time Life created a discrete product, under the aegis of the original magazine subscription, and offered it to subscribers. The "add-on" publications were as indicated, usually continuities or one-shots.
- Time, Life, and Sports Illustrated subscribers reviewed new publications from each magazine division six times per year.

EXAMPLES OF SUPPLEMENTARY PUBLICATIONS

TIME

- Almanac
- Exploring the Unexplained: The World's Greatest Marvels, Mysteries, and Myths
- Making of America
- American Legends: Our Nation's Most Fascinating Heroes, Icons and Leaders
- Time Annual
- Great Buildings

LIFE

- Life Album: Pictures of the Year
- This Fabulous Century
- The Old West
- Nature's Extremes
- Absolute Victory
- D-Day

SPORTS ILLUSTRATED

- Swimsuit Calendar
- Super Bowl: World's Greatest Championship
- Greatest Players of Our Time
- History of Football
- Baseball Book
- Basketball Book

- Telepoint's cost of customer acquisition was among the lowest in the vendor group, averaging \$8.37 per year over the four year time period. Each household generated on average \$56.10 per year of revenue.
- Telepoint consistently exceeded client's expectations in ALL key metrics, including conversion, SPH, and cost per sale.

KEY FACTORS FOR SUCCESS

- Dedicated account management that ensured operations was maximizing performance daily.
- Monitoring all agents at least three times per week.
- IT staff that constantly tracked all systems and technology related issues.
- Best in Class dialer technology from SER Solutions, Inc.