

# Cloud ID Access for Content Providers



Simple, secure authentication, unlocking subscriber access to content & services.  
Increases user engagement, lowers login abandonment and support calls.

## Award-Winning Auth Platform

We absorb the hassle.

- MVPD Discovery & Single Sign On
- SP Authentication
- Pay TV Authorization
- Developer Portal with Administration & Reporting

## App Developers & Mobile

- Account Registration with Social Login
- My Profile and Linked Account Management
- Integration compatibility (SAML, OAuth, OIDC)
- Credential Creation and Password Management
- Mobile SSO Native SDKs for Android and iOS with Apple SSO
- Connected TV Device Rendezvous & Activation
- Connected TV SDKs for Apple TV, Amazon Fire

## Security and Reliability

- Complete access control
- ID usage auditing
- Built for 99.999% uptime
- Fully independent active-active dual datacenters



[sales@synacor.com](mailto:sales@synacor.com) • [synacor.com/auth](https://synacor.com/auth)

## Cloud ID Access Wins

Synacor powers HBOGO and HBONOW Authentication and Authorization.

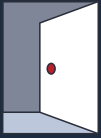
- Covering over 90 million TV subscribers in the US
- Including campus solutions for Stanford, Oregon and other PAC-12 universities, allowing students to log in to HBOGO with their college ID credentials
- Chosen over the previous HBO in-house solution thanks to Cloud ID platform innovation, technology standards compliance, reliability and economies of scale cost savings
- Synacor launched the Cloud ID solution before one of the largest Game of Thrones premieres with no subscriber impact and handled the final season with more than 5,000 sign ins per second.

## Cloud ID Access vs. Adobe Primetime

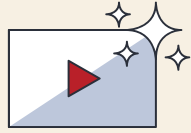
Synacor offers a full identity suite with superior client support.

- Lifecycle Management - credential creations, parental controls, household level entitlements, password resets, data storage and more. A MUST for those going direct to consumer.
- When the phone rings, Synacor answers with a team of identity experts ready to help.
- If a custom solution is needed, Synacor's professional services team can build what is needed.

## Synacor Advantage and Scale



<10% Abandonment Rate  
(down from ~50%)



20% Spike In  
Content Engagement



24/7  
Tech Support



90 Million TV Subscriber  
Accounts Reached



20 million portal unique  
user logins / month

username

password

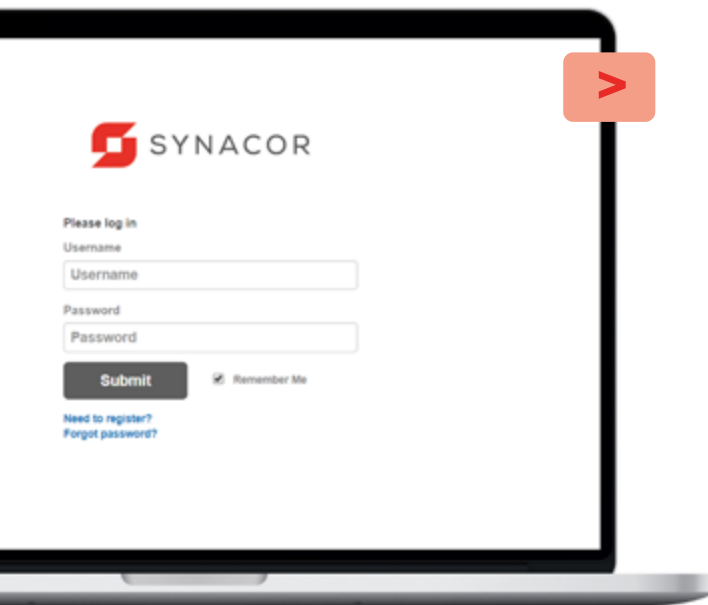
10 million unique federated  
auth users / month



Ecosystem of  
120+ service providers



Speed-to-Market  
Developer Portal Self-Care



## Cloud ID goes well beyond simple TV Everywhere checks with innovative features that ease login pain.

- Apple Single Sign On - developed by Synacor and Apple to create an easier TVE login experience on Apple TV, iPads and iPhones.
- Add2Bill -upsell users when they are trying to watch your content, by easily adding on premium channels right within the login flow.
- Forever Login™ with Device Management - Synacor is leading the authentication industry by developing features that curb password oversharing.
- Three of the top five OTT platforms rely on Synacor Cloud ID - SlingTV, YouTube TV & Playstation Vue.
- Cheddar uses Synacor, to enable Hulu with Live TV and YouTube TV subscribers to access Cheddar content through Cloud ID.

DEMO OUR CLOUD ID ACCESS ADVANCED AUTH TODAY!  
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