

Alternate Market Centers

Selling CenturyLink Prism™ TV

Product Review

This Course Will Cover:

- What is Prism?
- Key Features
- Asking the Right Questions
- Installation & Equipment
- Available Packages
- Market Availability



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KK-012616

Course Code: 120815

Selling CenturyLink Prism™ TV

What is Prism?

What is Prism™ TV?

Prism TV is a subscription TV services delivered over fiber to the neighborhood through existing broadband data connections in the home. One of the most advanced TV services available

How is Prism TV different from cable?

Unlike cable or satellite, CenturyLink Prism is Internet Protocol Television (IPTV).

The two-way IPTV network means viewers have more options to interact, personalize and control their viewing experience.



Why is Prism TV a better solution?

Prism TV is Intuitive, Interactive and incredibly advanced, allowing customers to be in control of their TV experience. Features like these are a huge part of what makes Prism™ TV so popular!

- Watch from virtually in your home, with Whole Home DVR, Wireless STBs, and Prism on the Go
- Discover new ways to search with Warp Speed Channel change, Find it Fast Navigation, and Last Five
- Get interactive features you control with the Prism App Center, and Multi-View

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Selling CenturyLink Prism[™] TV

Key Features

Watch from virtually anywhere in you home!



Wireless Set-Top Box

Set up the TV and watch it virtually anywhere – even in the backyard.



Whole Home DVR

Record up to four shows at once on a single DVR. Start a recorded show in one room, pause it, and finish it in another. Watch the same or different recordings, in up to four different rooms, at the same time.



Prism[™] on the Go

Watch TV anywhere, on an Internet-capable tablet, or Smartphone. Set your DVR remotely and access To-Go channels like HBO GO[®], MAX GO[®], SHOWTIME ANYTIME[®], STARZ Play[®], plus Prism On Demand content.

*Must subscribe to HBO[®] or CINEMAX[®] to access the corresponding to-go channel.



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Selling CenturyLink Prism™ TV

Key Features

Discover new ways to search



Warp Speed Channel Change

Fly through channels with virtually no lag time. Prism's warp speed channel change is a channel surfer's dream come true.



Last 5

With single-button access, users can flip through the previous five channels watched. This feature is great for keeping up with multiple games at the same time, or channel surfing.



Find-It-Fast Navigation

Find shows by actor, title, or director. Search for an actor, and every available show with them in it, will pop up. Looking for a specific movie, just type in the title.



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Selling CenturyLink Prism™ TV

Key Features

Get interactive features you control.



Multi-View

Watch four different shows in a specific genre – all on one screen – at one time. Tune in to things like news



App Center

Smartphone out of reach? Access popular apps like Yahoo Fantasy Sports, Picasa, The Weather Channel and social networking sites like Twitter on the TV. New apps are added regularly.



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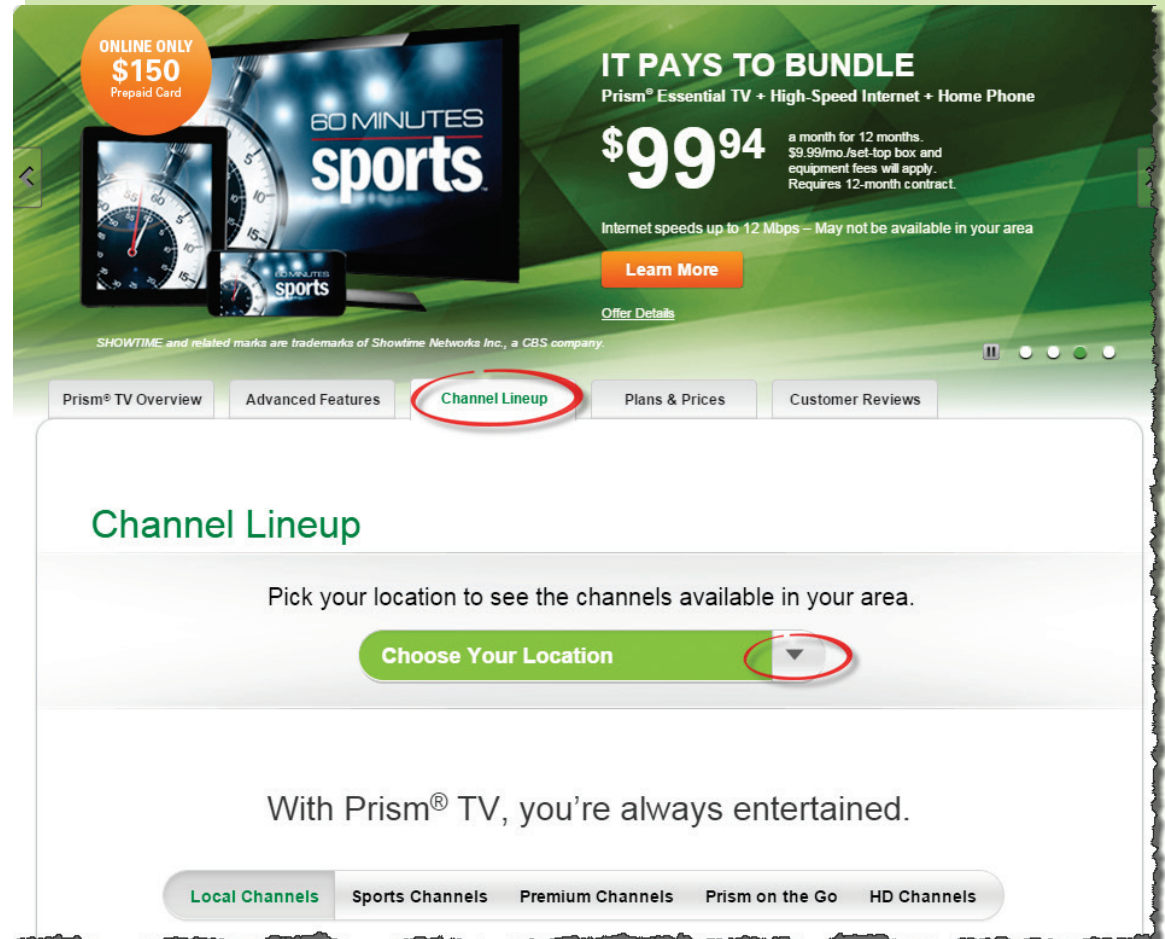
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Selling CenturyLink Prism™ TV Channel Lineup

To see the channels available in the customer's area and compare packages:

1. Go to www.SeePrismTV.com
2. Click on the Channel Lineup tab
3. Select their location



The screenshot shows the CenturyLink Prism TV website. At the top, there is a promotional banner for a bundle deal: "ONLINE ONLY \$150 Prepaid Card" and "IT PAYS TO BUNDLE Prism® Essential TV + High-Speed Internet + Home Phone \$99⁹⁴ a month for 12 months. \$9.99/mo./set-top box and equipment fees will apply. Requires 12-month contract." Below the banner is a navigation menu with tabs: "Prism® TV Overview", "Advanced Features", "Channel Lineup" (circled in red), "Plans & Prices", and "Customer Reviews". The "Channel Lineup" section is active, displaying the heading "Channel Lineup" and the instruction "Pick your location to see the channels available in your area." Below this is a green button labeled "Choose Your Location" with a dropdown arrow (circled in red). At the bottom, there is a horizontal menu with categories: "Local Channels", "Sports Channels", "Premium Channels", "Prism on the Go", and "HD Channels".

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Selling CenturyLink Prism™ TV Channel Lineup

The Prism Channel Lineup offers many ways to find specific channels:

1. Channels are listed alphabetically
2. Search by channel Name
3. Filter by category

Pick your location to see the channels available in your area.

Central Region, FL ▼ www.SeePrismTV.COM

Search for channels, filter by channel type, compare plans and print lineup.

Central Florida Channel Lineup Print Channel Lineup ▼

#	Channel Name	Prism™ Essential 140+ Channels*	Prism™ Complete 190+ Channels*	Prism™ Preferred 290+ Channels*	Prism™ Premium 320+ Channels*
1840	5 Star Max HD <small>Cinemax Add-on Package</small>	+	+	+	✓
840	5 Star Max <small>Cinemax Add-on Package</small>	+	+	+	✓
1166	A&E HD	✓	✓	✓	✓
166	A&E	✓	✓	✓	✓
9	ABC (WFTV)	✓	✓	✓	✓
1009	ABC HD (WFTVDT)	✓	✓	✓	✓
836	ActionMAX (E) <small>Cinemax Add-on Package</small>	+	+	+	✓
837	ActionMAX (W) <small>Cinemax Add-on Package</small>	+	+	+	✓

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Selling CenturyLink Prism™ TV

Prism Overview



Get a better understanding of Prism TV's more popular features:

- Over 200 HD channels
- Wireless Set Top Box
- Whole Home DVR
- Prism on the go

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Selling CenturyLink Prism™ TV

Prism Features



See what prism TV does that you probably didn't expect:

- Find-it-fast navigation
- Last 5
- App Center

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Selling CenturyLink Prism™ TV

Knowledge Check

What Prism feature allows you to schedule a recording from any internet capable device?

- a) Remote DVR Access
- b) Find-It-Fast TV Shows
- c) **Prism TV on the Go**
- d) Click-It Record-It



**Prism TV
on the Go!**

How many shows can you record at once with Whole Home DVR?

- a) **Four**
- b) Two
- c) Eight
- d) One



Four!

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Knowledge Check

What are some of the Apps available in the Prism App Center?

- a) Yahoo Fantasy Sports
- b) Picasa
- c) Twitter
- d) All of the above**
- e) None of the above



All of the
above

What is the best way to access the Prism channel lineup?

- a) www.SeePrismTV.com
- b) www.PrismChannels.com
- c) www.ChannelLineup.com
- d) Prism Job Aid / EXPRESS Card



Seeprismtv.com

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Selling CenturyLink Prism™ TV Installation



No charge for professional installation and setup.



Try Prism™ TV risk free for a month.



Our technology lets upgrades happen automatically.

Free Standard Installation & Setup

- Installations are completed by professionally trained technicians.
- Scheduled appointment times available with a 2-4 hour installation time.
- A total of 8 TVs can be connected. Each TV requires a receiver.
- The first 4 receivers are installed free of charge. Installation of additional receivers are \$40 each.

Note: There is a \$60 charge for a return visit to move the primary receiver or to install an additional receiver after initial installation.

Prices exclude taxes, fees, and surcharges.

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Selling CenturyLink Prism[™] TV

Prism[™] TV Equipment

Prism[™] TV service operates over the existing telephone infrastructure and is delivered to the customer's home via an advanced connection. Prism TV is compatible only with CenturyLink equipment.

At the time of installation, each customer will receive:

- One Gateway Router
- One Set Top Box per television
- One Remote Control for each Set Top Box installed

Representatives should discuss what is included in the standard install and inform the customer the technician will discuss install options and review any additional charges for additional requests.

Equipment – Modem Rates

There is an Internet Router fee of \$9.99 lease / \$99.99 purchase for customers who subscribe to Prism and Internet. The fee is attached to Internet service, if the customer purchases Prism with phone only (no Internet) or removes Internet, the fee is not billed.

Prices exclude taxes, fees, and surcharges.



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Selling CenturyLink Prism[™] TV

Prism[™] TV Equipment

Prism[™] TV equipment is easy to use. The technician will set everything up and show the customer how it works.

Benefits of Prism[™] TV Receivers

- All Prism[™] TV receivers are High-Definition (HD) ready. When customers upgrade to an HD TV, there's no need to upgrade equipment
- Whole Home DVR has a capacity of 500 GB, which stores over 380 hours of Standard Definition or up to 150 hours of HD programming

Additional Equipment is Included

- HDMI Cable for connecting the HDTV and Wireless Receiver
- Ethernet Cord for connecting the router to other Internet enabled devices like computers or the Whole Home DVR



Prices exclude taxes, fees, and surcharges.

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Selling CenturyLink Prism[™] TV Wireless Receivers

CenturyLink's Wireless Set-Top Box allows customers to set up a TV anywhere within 150 feet of the Wireless Access Point, requiring only power and a connection to the television. During installation, the technician will evaluate the site and recommend solutions to fit the customer's needs. Any additional charges will be quoted by the technician before performing the install.

How to Handle Requests for Wireless Receivers

Customers who specifically request a wireless receiver should be advised to make the request when the technician arrives for the installation.

- A one-time charge of \$49.95 applies for each wireless receiver, after the first
- A maximum of 3 wireless receivers can be installed at a single location
- The technician will quote all applicable charges

Prices exclude taxes, surcharges, fees, and additional equipment fees.



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Selling CenturyLink Prism[™] TV Selection & Access

Prism[™]TV delivers the most popular channels, movies and sports.

- Local channels included in all packages
- Premium channels available in packages or ala carte
- Music channels represent 46 genres of music
- Paquette Latino, available ala carte, offers 31 Spanish language channels
- International programming available for a monthly fee
- 14 channels of coast-to-coast sports coverage available with NFL RedZone
- Tons of sports channels, including:
 - ESPN, FOX Sports, MLB Network, Golf Channel, NHL Network, Premier League, SEC Network and more



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Asking the Right Questions

Multiple pieces of information about the customer's needs can be gathered with a few easy questions.

These questions open the door to discuss Whole Home DVR and HD service.

DVR and HD services are customizable, based on the customers' needs

- Whole Home DVR Service - \$9.99 per month
- High Definition Service - \$11.99 per month

One monthly fee covers up to 8 TVs



How many TVs will connect to Prism™ TV? Are any high-definition?

How many TVs do you want to have the capability to pause and record live TV?

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Selling CenturyLink Prism™ TV Package Options

PRISM® PREMIUM	PRISM® PREFERRED	PRISM® COMPLETE	PRISM® ESSENTIAL
Standard Rate \$141.99 Includes free HD & DVR Service for 12 months	Standard Rate \$111.99 Includes free HD & DVR Service for 12 months	Standard Rate \$96.99 Includes free HD for 6 months & DVR Service for 12 months	Standard Rate \$81.99 Includes free HD & DVR Service for 3 months
320+ Channels 	290+ Channels 	190+ Channels Premium Channels not included	140+ Channels Premium Channels not included
 	Additional Set-Top Box \$9.99 / month	Whole-Home DVR Service \$11.99 / month	HD Service \$9.99 / month

All prices exclude taxes, fees, and surcharges.

Offer Details:

- Standard rates are available with no term commitment
- See EXPRESS Cards for promotional discounts and requirements
- Effective February 12, 2016 listed standard monthly rates will increase by \$7
- Prism TV service must be accompanied by CenturyLink Internet and or home phone service

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Frequently Asked Questions

Is a term commitment required to receive Prism™ TV?

No. customers who refuse a term commitment have the option to pay standard rates with no term commitment.

Can the customer perform a self-installation?

No. Due to the additional wiring needed, a CenturyLink technician or authorized contractor will perform the installation with the free professional installation.

Can Prism™ TV be purchased as a stand-alone product?

No. Prism™ TV must be accompanied by CenturyLink Internet and/or home phone service.

Does the Caller ID feature appear on the TV screen with Prism™ TV?

Yes. However, the customer must subscribe to CenturyLink Caller ID service.



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Selling CenturyLink Prism[™] TV Summary



During this course we discussed...

- What Prism is?
- Key Features of Prism
- Installation & Equipment
- Available Packages
- Market Availability

**What questions
do you have?**

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