



---

## NEWS RELEASE

FOR IMMEDIATE RELEASE: August 5, 2013

### **COX LAUNCHES "CONTOUR" PERSONAL TV EXPERIENCE**

*Contour is First in U.S. to Suggest Shows, Movies for Individuals Across TV, Tablet, DVR*

Atlanta – Today, [Cox Communications](#) introduced Contour, a new video experience that could eliminate aimless channel surfing and solve the chronic problem of what to watch. Contour connects viewers to the things they care about by integrating personal recommendations into an intuitive new guide, a tablet app that serves up relevant content to viewers at home or on-the-go and the only DVR in the country that can record 6 shows at once.

"With Contour we are forging new ground when it comes to delivering a true, personalized TV experience," said Mark Greatrex, senior vice president, chief marketing and sales officer. "Contour brings to life all the features our customers tell us they want from individual viewing recommendations that are based on their past preferences to a robust library of VOD offerings and enhanced DVR capabilities – all accessible on multiple devices via an effortless guide."

A recent study of consumer preferences found that Cox video customers spent almost 60 percent of their viewing time on "convenience" television rather than live TV. Over half of respondents said they use streaming video players, and usage is both increasing and extending beyond the primary TV set.

Contour provides a video experience that is uniquely relevant to individual consumers, personally shaping to their interests and preferences. Initially available on the iPad, users are able to create a personal playlist with their favorite shows that they can access whenever they want. In addition to using the interface to discover content, users can set DVR recordings from their iPad as well as start viewing shows on the iPad and continue watching on TV with just a touch. App users will see three panels: "live" featuring more than 90 national cable channels; "on demand" initially featuring tens of thousands of titles, with new titles added each month; "my library" featuring a watch list of selected content and access to individual TV network apps like HBO Go and WatchDisney.

Contour app features:

- A second screen personal video experience with the ability to search for live or on-demand content with a simple, intuitive swipe
- Access to over 90 national cable channels of live TV
- Thousands of video on demand selections

Contour guide features:

- An advanced user guide that recognizes up to 8 unique user profiles recommending different shows for each user
- Offers personal recommendations based on specific shows each person watches and likes

Record 6 DVR features:

- The only DVR in the U.S. that records 6 shows at once
- 2 terabytes of storage with capacity to store up to 300 hours HD shows and 1,000 hours SD shows

Cox partnered with its brand and media agencies, Doner and MediaVest respectively, to create a campaign and introduce the new Contour offering as “TV just for me”. Periscope developed creative assets for the company’s retail stores as well as other social and digital components, including a microsite at [www.cox.com/contour](http://www.cox.com/contour). DraftFCB worked to develop multiple components of the social media engagement strategy. Contour will be available for no charge in Apple’s App Store on August 5, 2013.

#### **About Cox Communications**

[Cox Communications](http://www.cox.com) is a broadband communications and entertainment company, providing advanced digital video, Internet and telephone services over its own nationwide IP network. The third-largest U.S. cable TV company, Cox serves approximately 6 million residences and businesses. Cox Business is a facilities-based provider of voice, video and data solutions for commercial customers, and Cox Media is a full-service provider of national and local cable spot and new media advertising.

Cox is known for its pioneering efforts in cable telephone and commercial services, industry-leading customer care and its outstanding workplaces. For seven years, Cox has been recognized as the top operator for women by Women in Cable Telecommunications; for seven years, Cox has ranked among DiversityInc's Top 50 Companies for Diversity. More information about Cox Communications, a wholly owned subsidiary of Cox Enterprises, is available at [www.cox.com](http://www.cox.com) and [www.coxmedia.com](http://www.coxmedia.com).

Contact:

Elizabeth Rasberry

[Elizabeth.Rasberry@cox.com](mailto:Elizabeth.Rasberry@cox.com)

404-269-8012