



Cable TV Dish / Satellite TV

Order and Pay
without entering any
personal and payment data

PosGate UOPP is enabling TV Shopping providing the possibility to make a purchase directly from the cable or satellite TV, without entering personal and payment data.

Today, what depicted above is not manageable mainly because of the complexity related to secured payments and the impossibility to sell on behalf of a third party company. PosGate UOPP allows the creation of a new television marketplace – which can be owned and managed by a TVNSP - able to realize and bring on the market a service allowing direct TV shopping overcoming the mentioned limitations, i.e. allowing selling of third companies goods and services in a full managed process, from order entry to payment to order delivery.

In this platform are accommodated both selling companies and registered users, being the TVNSP the platform service provider.

Targeted companies

Web e-commerce is a public environment, open to any company, in which there is a one-to-one relationship between the merchant and the customer. By the way, web e-commerce has showed many issues about security wrecks and payment frauds (i.e. stealing of credit cards, fake companies, fake customers and so on). Unlike web e-commerce, this platform is a private, secured environment allowing for many-to-many relationships between trusted customers and trusted merchants and real time POS payments.

The new TV Marketplace brings selling companies numerous advantages, such as:

1. the possibility not only to advertise on the TV, but to sell directly on the TV avoiding the need of running their own organization, which today is as explained before, to receive phone call orders and perform manual payments asking the customers for credit card data.
2. the access to a pool of well known registered TV subscribers (customer base) as trusted targeted customers.
3. delivery of goods / services purchased by customers is done when order has been already paid, thus avoiding frauds and financial losses.

To access this opportunity, the selling company will only have to subscribe to the service with the TV broadcaster, providing a list of selling items and prices; the platform does all the job (order entry – checks – payments – order delivery). The possible applications are numerous (sales of goods and services, ticket shows and concerts, pay utilities, various types of subscriptions, donations, etc. ...).

Targeted cable and satellite registered customers

Every cable Tv or Satellite Tv customer already has a set-top-box at home which can be used to place purchase orders, to be conducted by the payment platform. With already over 80 millions subscribers in the US, for the selling companies this customer pool is surely a major interest item.

As a service to its own TV subscribers, the TV company will offer a selection of goods / services from trusted merchants, with the possibility for special offers, discount and co-marketing initiatives.