



## Rules of Engagement for Introducing New Technology Partners

MVPDs and Programmers should establish rules of engagement which define a process and timeline to follow when new technology partners are introduced which will impact how and where a consumer can authenticate to view TVE content (e.g., Roku, Xbox, etc.).

The establishment of a general set of expectations, timeline for roll-out and agreements will help both parties ensure that changes can be implemented without detrimental effects to the subscriber/viewer.