



OpenTV is one of the world's leading providers of technologies and services enabling the delivery of digital and richer interactive television experiences.

OpenTV platform software has been deployed in over 60 million digital set-top-boxes in 96 countries, reflecting growth from network operators expanding into new markets, and from existing customers enhancing their digital services with new functionality. OpenTV offers advanced digital television solutions on Satellite, Cable, Terrestrial and Telco networks and on various Set Top Box platforms, including video on demand, personal video recorders, interactive shopping, interactive and addressable advertising, games and gaming, a full-featured IPTV solution, and a variety of consumer care and communication applications. The company seeks to continually expand its suite of market-leading solutions as new methods of distributing digital media emerge, and to partner with network operators in capitalizing on the growth opportunities that lie ahead. OpenTV is headquartered in San Francisco, California, with offices worldwide. Its Class A Ordinary Shares are listed on the NASDAQ National Market under the symbol OPTV.

"When KeyRoad Enterprises™-CustomerCentric Selling® first approached us in February 2005, our primary goal was to exceed our forecasted revenue in 2005 by securing a higher number of license agreement renewals and to increase the number of operators willing to use our middleware, OpenTV Core", says Regis Saint Girons, SVP Sales and Marketing, OpenTV Europe. "Some of the concerns we had towards achieving these objectives were:

- o The profile of our sales and account managers was more technical than sales-oriented. In the past, this has resulted in a more *'product-centric sales engagement model'* than a *'customer-centric sales model'*.
- o Generally, the sales executives have become more reactive to market needs and much less pro-active to the prospects' situation, limiting their prospecting results.
- o Selling directly requires a sales methodology and an engagement model/roadmap we feel our sales people do not have today."

"Even though our year evolved more positively than expected, we decided to move forward and implement KeyRoad services and CCS® method and tools. We came to believe that we could achieve and exceed our revenue goals, reinvigorate our sales people's motivation to excel, and increase the number of prospects and clients the sales force would handle if we were to:

- o Empower our sales force with tools and training to assist them in their business conversations with their prospects,
- o Train them with updated selling skills and in a more disciplined selling methodology for their engagements with prospects and clients,
- o And provide the sales and executive management team with a pipeline grading system customized to the different type of audiences we are selling into (telco, operators, TV stations, decoder companies...)."

"Working with Philippe Lavie, president of KeyRoad Enterprises™ and a CustomerCentric Selling® affiliate, gave us the framework, structure, and tools necessary for us to achieve our goals. The company crafted new tools for our sales force, using Sales Ready Messaging™ templates and processes. We tailored our training material to fit our industry, markets, and specificities. In October 2005 we



implemented the CustomerCentric Selling® methodology for our EMEA region Regis Saint Giron continues, "to-date this has resulted in:

- A more coherent and efficient way to address new markets like IPTV and Participation TV
- A better qualification of prospects
- A better follow up of the pipeline
- A higher motivation of our sales team

Ben Bennett, General Manager, EMEA adds: "Philippe and his team are true professionals and passionate about the benefits customer centric selling brings to sales organizations. The training was excellent and has brought just the right amount of structure to our sales process without getting too robotic. Our sales staffs now think differently when approaching a prospect and feel more confident in qualifying leads. Results is what will finally count but the sales team is definitely more motivated and better equipped in tackling complex deals as a result of the training".

For more information on OpenTV, please visit their web site at: www.opentv.com.
For more information about KeyRoad Enterprises™, please visit their web site at: www.keyroad.com.