



BRIGHTSPEED LAUNCHES MYBUNDLE PLATFORM TO PROVIDE BRIGHTSPEED FIBER INTERNET CUSTOMERS WITH MORE TV CHOICE AND VALUE

Brightspeed MyBundle App Launched to Enable Brightspeed's Customers Free and Easy-to-Use Tools for Navigating the Streaming Media Landscape

FORT LAUDERDALE, Fla. and CHARLOTTE, NC – July 25, 2024 – [MyBundle](#), the premier online platform connecting consumers, streaming services and broadband providers with tools to simplify streaming television, and [Brightspeed](#), the nation's fourth largest fiber broadband builder focused on empowering more homes with ultrafast, reliable internet, today announced they have entered into an agreement to provide content options to Brightspeed customers. Brightspeed has launched the MyBundle platform to give its Brightspeed Fiber Internet customers more choice and value through streaming in this era of changing video consumption.

Brightspeed has deployed Find My Bundle, MyBundle's critically acclaimed personalized recommendation tool to fiber internet service shoppers and customers. Brightspeed will also launch MyBundle's suite of marketing tools and educational resources to help customers navigate an increasingly complex and dynamic streaming marketplace.

Brightspeed Fiber Internet customers now also have access to a co-branded version of MyBundle's recently launched mobile app. The Brightspeed MyBundle mobile app makes it easy for those already streaming to make the most of their streaming services through optimized content search and recommendations.

"Our state-of-the-art multi-gig-speed fiber network has reached more than 1.2 million homes and businesses and counting, and now the launch of MyBundle will help more of those households transition from their current TV service provider to streaming with Brightspeed Fiber Internet," said Brightspeed Vice President of Marketing Steve DeCaspers. "We tapped MyBundle for its depth and breadth of resources to help our customers across our 20-state footprint better navigate the ever-changing world of streaming and enable them to make a more seamless transition from traditional cable service to streaming channels."

MyBundle now partners with 250 broadband providers, serving more than 13 million households in the United States.

"MyBundle is perfectly suited to work with broadband leaders serving a wide range of demographics and we are thrilled to share news of our launch with Brightspeed," said MyBundle Co-Founder and CEO, Jason Cohen. "With 250 broadband partners, MyBundle is leading the way by helping broadband providers and streaming networks grow their businesses and educate and inform consumers on ways to optimize their video consumption. Find My Bundle and the new MyBundle mobile app are two of the vehicles MyBundle offers to increase value, and for most consumers, save lots of money compared to legacy pay TV."

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More on Find My Bundle and The MyBundle Mobile App

Find My Bundle is MyBundle's free, easy-to-use personalized streaming TV recommendation engine that enables and streamlines the migration from traditional pay TV to streaming alternatives. Find My Bundle guides customers through a step-by-step process to specify all of their television needs, including live locals, news and sports, and then recommends the simplest, most affordable streaming alternative.

The recently launched free MyBundle mobile app helps consumers build and maintain a list of movies and TV shows they want to watch, with synopses, ratings, trailers and "where to watch" all in one place.

About MyBundle

[MyBundle](#) is the industry-leading consumer and enterprise platform simplifying streaming TV. MyBundle's free and easy-to-use tools help consumers discover and manage their streaming service subscriptions, watch free live TV, and find content to watch across their services. Incorporating more than 150 streaming services and partnering with 250 broadband providers serving more than 13 million customers and growing, the MyBundle platform helps consumers navigate the streaming video world and creates new growth opportunities for programmers and high-speed data distributors alike.

About Brightspeed

Headquartered in Charlotte, N.C. and with assets and associated operations in 20 states, Brightspeed provides broadband and telecommunications services through a network platform capable of serving more than 6.5 million homes and businesses. Our more than 4,000 employees are committed to building a future where more communities benefit from a more connected life, deploying a state-of-the-art fiber network and a customer experience that makes being connected as simple as it should be. For more information please visit www.brightspeed.com.

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