

RDK Support Programs

Membership & Sponsorship Prospectus

2022



RDK Support Programs

RDK Community Overview

Open Source RDK is freely **available to all** users who access code, collaborate, develop and submit contributions to RDK using the **open community infrastructure**.

Support Programs exist for those organizations who wish to **engage** more closely with the community through membership. As such, they are intended to foster enhanced **collaboration**, strategic **engagement**, technical & marketing **support**, and **promotional** opportunities.

The RDK Journey

How to Join

See for yourself



Learn how we do it



Become a member; *Preferred*, then *Preferred Plus*

Open-Source Code

\$0

Free

Access to Open-Source Code

RDK License

\$0

Free

Invitations to Events

Access to Documentation
& RDK Code

Preferred

Up to \$75k

Varies per entity size

Technical Support

Training & Webinars

Exclusive Access

Enhanced Collaboration
& Leadership

Preferred Plus

\$35k

Preferred Membership a prerequisite

Includes all of the benefits of
Preferred Membership

Promotion on RDK Central
Website

Joint Media Content
Development

Complimentary Event
Sponsorship

Promotion of Member
Products & Services



A La Carte Event Sponsorship also available!



Preferred Membership

Introduction for Prospects

RDK Preferred is the **core membership** by which participants can enhance their **involvement & visibility** within the RDK community by leveraging the key program benefits.

Namely, strategic **collaboration**, exclusive **access**, **training** and technical **support** to successfully launch RDK.

Preferred Membership

Overview of Member Benefits

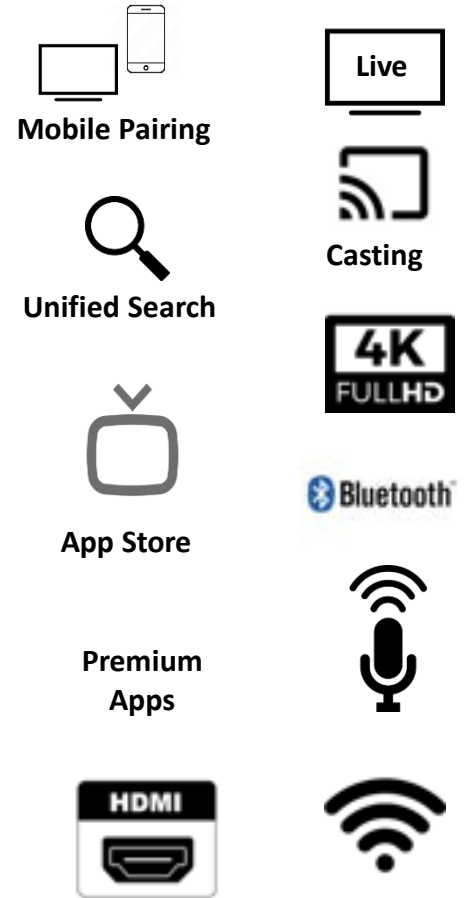
Technical Support	Training & Webinars	Exclusive Access	Enhanced Collaboration & Leadership
Question & answer support services for RDK software	Access to a library of training materials & past live webinars	Real time access to the latest technology roadmap	Invitation to join Working Groups & Special Interest Groups (SIG)
Direct access to RDK architects (via Slack, email & dedicated Wiki)	Access to online virtual training & webinar sessions	Beta code releases (e.g.; features & architecture updates)	Complimentary attendance at RDK Summits
Guidance & consultative services to kick start the RDK program	Developer documentation portal access	End-to-end (Black Box) TDK feature test cases for all profiles	Pre-certification program
Dedicated support team triaging technical support requests	How-To guidance on supported test devices	Reference implementation of RDK server components (e.g.; WebPA, XConf)	Eligibility to collaborate on members' private code repositories with other members
Guidance on contribution process, reviews, acceptance into code base	Previous live and virtual summit speaker presentations & content	RDK Video Accelerator Program	Eligibility to participate in the development of RDK reference implementations on member selected hardware platforms
		Release health metrics & trends	

RDK Video Accelerator

Full feature IP Set Top Box with Pre-integrated Apps + App Store and the latest RDK4 OS



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Preferred Membership

Annual Membership Fees

RDK Member (Entity Tiers)	Detail	Cost (Annual, in \$ USD)
Large	More than \$500mm Revenue in Prior Calendar Year	\$75,000
Medium	\$100mm-\$500mm Revenue in Prior Calendar Year	\$45,000
Small	Less than \$100mm Revenue in Prior Calendar Year	\$15,000
Very Small	Single owner start-up with less than 8 employees and less than \$20mm Revenue in Prior Calendar Year	\$ 5,000

Preferred **Plus** Membership

Introduction for Preferred Members

The **RDK Preferred *Plus*** Membership is **an enhancement** to the core *Preferred* Membership.

It leverages **RDK media** platforms to drive **awareness** to your products & services.

Preferred Plus Membership

Overview of Member Benefits

*Preferred **Plus** includes all of the Preferred Member Benefits, plus the following Media Benefits...*



Promotions on RDKCentral Website

- Branding and logo promotion on home page
- Dedicated customized micro-site for members to advertise their RDK-centric products & services



Joint **Media Content** Development

- E-blasts to entire RDK community
- Webinar Sponsorship
- Whitepapers posted on RDK Wiki
- Social Media posts on RDKs LinkedIn pages & Twitter feed
- Additional customized editorial services by RDK marketing team



Complimentary **Events** Sponsorship

- Free access to our summits, booth space, & branding
- Promotion of products & services
- Industry conference guided tours (when possible)

Preferred Plus Membership

Annual Membership Fees

RDK Member (Entity Tiers)	Detail	Cost (Annual, in \$ USD)
Preferred Plus	Must be a Preferred Member to become a Preferred Plus Member	\$35,000

Preferred Plus Membership

RDK Central & *SAMPLE* Microsite & Community Updates

Preferred Plus Member Microsites

- Your portal targeting RDK services to your customers
- Essential to update content often to increase your site's SEO
- Embed videos & hyperlinks
- Incorporate updates to advertise products and service specific to the RDK Community

Community Updates

- Unlimited opportunities to post articles, press releases, or news
- Post is promoted on RDK Central homepage highlights section
- Most content-rich posts attracting almost 400 views

Webpage	
RDK Central	20,000+ average views/month
Community Updates	225+ views/month
Microsite Visits	945+ views/month



Preferred Plus Membership

RDK Wiki & *SAMPLE* Technical Documents

RDK Wiki

- Each Preferred Plus member receives a 1-month promotion period of wiki content
- Whitepapers, videos, webinars
- Promoted on the RDK Wiki homepage via announcement and a banner image
- More than 50 views/month to the “White Papers and Presentations” section of the wiki
- One Preferred Plus Innovation Spotlight video each year created in partnership with GCS, posted on wiki and website.

Webpage	
RDK Wiki	20,500+ views/month
White Papers & Presentations	5,100+ views
Webinars	800+ views/month



Preferred Plus Membership

Sponsored E-Blasts & *SAMPLEs*

- Each Preferred Plus member can send sponsored e-blasts
- Sent to 15,000+ RDK Community contacts – vendors and operators – averaging a 21% open rate
- Including hyperlinks provides additional benefits
- Mobile compatible template
- Analytics of open rate and click rate

SAMPLES

KAON



COMMSCOPE



ACCENTURE

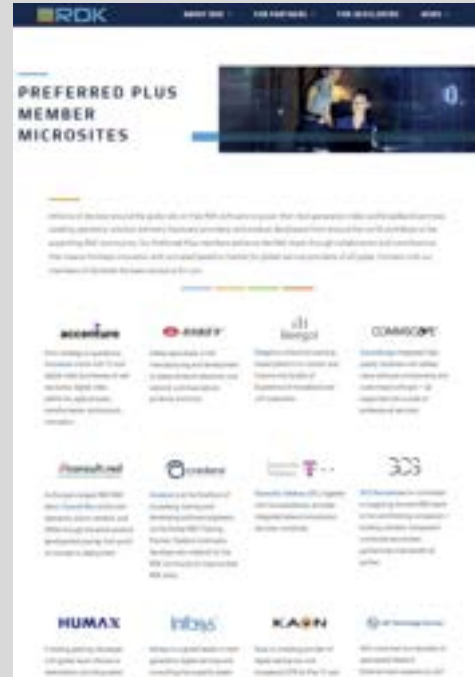


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Preferred Plus Membership

Branding & Promotions



SAMPLES

PROMOTIONS

- Complimentary pod in RDK booth at events where RDK participates
- Microsite on RDKCentral
- Logo appears on RDKCentral homepage

WEBINAR SPONSORSHIP

- Technical training for Preferred members
- Company logo on presentation slides and in the webinar recording (posted to RDK Wiki)

Conference Promotions

2022 Opportunities

WELCOME

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accenture ARRIS

Cognizant L&T Technology Services

metrological TATA ELXSI technicolor

RDK TECH SUMMIT LISBON 2019

THANK YOU SPONSORS

Cognizant

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RDK EURO SUMMIT AMSTERDAM 2019

Conference Promotions

2021 Virtual Events

2021 RDK Leadership Update

May 4, 9:30AM to May 4, 5:00PM EDT



Description Sponsors Schedule Speakers

Please join us for the 2021 RDK Leadership Update where we will discuss current developments in the RDK with community leaders.


9:30 AM - 10:00 AM EDT: Network with colleagues and visit the demo booths

10:00 AM - 12:15 PM EDT: Speaker sessions

12:15 PM - 12:45 PM EDT: Network with colleagues and visit the demo booths

Visit [our website](#) for speaker bios and the latest agenda.

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2021 RDK Global Summit



Conferences*

2022 Planned Live Events

2022



RDK *Preferred Plus* & *RTAB* Members get complimentary sponsorship at all RDK Conferences

Non-members & *Preferred Members* can purchase conference sponsorship a la carte

* Events can change from year to year



RDK Sponsorship

Overview of Event Sponsorship Benefits

Sponsor Benefits*	Global Summit	Technology Summit
Sponsor Demo Area <ul style="list-style-type: none">Sponsors Demo ideas submitted to RDK for final approval and table assignment at the RDK conference (<i>Demo selection at RDK discretion</i>)Chairs, tables & WiFi will be providedExclusive networking opportunities with your customers	✓	
Sponsor Logo Promotions and Branding <ul style="list-style-type: none">Pre-event communications, conference web page, registration page, emails...Event logo promotions, banners, on-screen promotions, meal-time promotions...	✓	✓
Summit Booklet, Signage or Electronic Promotional Content	✓	✓
Post-event evening reception	✓	✓
Pre-event evening sponsors reception	✓	
Two additional attendee passes (In cases where attendance restrictions are enforced)	✓	✓

* Listed benefits are for live events. If a virtual event, benefits will be determined based on platform options and availability.

RDK Sponsorship

“A La Carte” Event Sponsorship Fees

Who Can Participate:	Global Summit	Technology Summit	Bundled Savings (Both Events)
Non-members	\$15,000	\$5,000	\$18,000 
RDK Preferred Members	\$9,000	\$2,000	\$10,000 
RDK Preferred Plus & RTAB Members	Event included for Members	Event included for Members	Not Applicable (Both are included for Preferred Plus Members)



10% discount for sponsoring both events at the beginning of the year!

RDK Contact

For more information, to sign up for a membership,
or to sponsor an event, please email
membership@rdkcentral.com

Thank you

