

VERIZON  
UP TO SPEED  
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ANDY: ARE YOU READY FOR SOME UP TO SPEED?!? AND FOOTBALL! WELCOME TO OUR FRIDAY EDITION OF THE SHOW, JUST DAYS AWAY NOW FROM SUPER BOWL LV. ON THE HEELS OF THAT CLIP YOU JUST SAW, LET'S KEEP LEARNING ABOUT ALL THE WAYS OUR BRAND IS MAKING A 'SUPER' SPLASH IN TAMPA. OUR CHIEF MARKETING OFFICER DIEGO SCOTTI IS PUTTING ON HIS GAMEFACE TO HELP BREAK DOWN ALL THE DETAILS -- DIEGO JOINS US IN JUST A MOMENT.

AND FRIENDS, WE'RE HOPING YOU STAY LOCKED INTO THIS DISCUSSION WITH DIEGO -- YOU'RE GOING TO BE ABLE TO USE THOSE DETAILS FROM OUR DISCUSSION FOR A CHANCE TO WIN SOME VERY SPECIAL SUPER BOWL SWAG. WE'LL TELL YOU HOW AT THE END OF THIS SHOW. SO LET'S GET TO IT -- WITH MORE ON VERIZON'S GAME-CHANGING PLAYS AT THE SUPER BOWL, HERE'S OUR HUDDLE WITH VERIZON'S MARKETING QB -- DIEGO SCOTTI.

>> FOLKS WE'RE A COUPLE OF DAYS AWAY FROM THE SUPER BOWL. IT DOES LOOK DIFFERENT. THIS IS A GREAT DAY FOR THE BRAND. BIG GAME COMING UP ON SUNDAY. WHAT'S ON YOUR MIND?

>> BIG GAME. I TELL YOU WE ARE VERY, VERY PREPARED. I'M SO EXCITED ABOUT SUNDAY. BECAUSE I TELL YOU A LOT OF PEOPLE WERE KIND OF LIKE WONDERING WHAT'S GOING TO HAPPEN THIS YEAR. HOW IS THIS SUPER BOWL GOING TO BE VERSUS THE PREVIOUS YEARS GIVEN THEY DON'T ALLOW PEOPLE IN THE STADIUM AND IT IS A DIFFERENT YEAR. I TELL YOU WE WENT THIS YEAR THINKING THAT WE WERE GOING TO MAKE THIS OUR BEST SUPER BOWL EVER. AND THAT MADE A DIFFERENCE. A LOT OF GREAT STUFF HAPPENING.

>> YEAH. LET'S START RIGHT AWAY. 5G IS HUGE ONCE AGAIN FOR THE SUPER BOWL. WE CAN'T MAKE IT TO THE LIVE GAMES JUST YET. THE VIRTUAL EXPERIENCE THAT GAME EXPERIENCE IS

GETTING THE UPGRADE. TELL US HOW 5G IS HELPING FANS EXPERIENCE THE GAME THIS YEAR.

>> THE WAY WE APPROACHED THE SUPER BOWL THIS YEAR WAS IN TWOFOLD. ONE YOU SEE THE GREAT PLATFORM TO TELL OUR 5G STORY. IT IS WE NEED TO BE OUT THERE WITH OUR LEADERSHIP AND SUPERIORITY MESSAGE. ALSO TO DO SOMETHING REALLY GOOD FOR SOCIETY. COMING TOGETHER TO SUPPORT. THOSE TWO THINGS ARE THE PILLARS. STARTING WITH 5G, WHATEVER WAY YOU WANT TO EXPERIENCE IN THE SUPER BOWL, WE'RE GOING TO MAKE IT AN AMAZING EXPERIENCE NEXT TO 5G. LET ME JUST BREAK IT DOWN FOR YOU. STARTING WITH THE STADIUM, THE STADIUM IS ONE OF THE STADIUMS THAT I WOULD SAY IS -- THE FEW PLACES IN THE WORLD THAT IS FULLY OUTFITTED FOR 5G. WE HAVE \$80 MILLION OF THE AREA TO MAKE OUR NETWORK REALLY, REALLY STRONG IN TAMPA AND AT THE STADIUM. 5G IS GOING TO ENABLE A LOT OF THINGS FROM CONCESSIONS TO SECURITY FEATURES TO CROWD MANAGEMENT, ET CETERA. YOU ARE GOING TO SEE A LOT OF 5G AT THE STADIUM RIGHT OFF OF THE BAT. IF YOU CAN'T MAKE IT TO THE STADIUM, WE HAVE SOMETHING FOR YOU. TWO THINGS. 5G SUPER STADIUM APP THAT'S PART OF THE NFL APP IS GOING TO BE THERE FOR YOU TO GIVE YOU NOT ONLY SOME REALLY FUN THINGS TO DO IN TERMS OF THE AR AND DR BUT ALSO A FEATURE THAT I LOVE. IT IS THE SEVEN CAMERA VIEWS THAT YOU CAN TOGGLE BACK AND FORTH WITH ABSOLUTELY NO LATENCY BECAUSE OF 5G. I LOVE THAT. I DON'T KNOW IF YOU LIKE IT. IT IS A GREAT, GREAT, FEATURE.

>> AWESOME.

>> THEN WE HAVE 5G. IF YOU ARE NOT IN THE STADIUM, YOU CAN ENJOY IT WITH THE PEOPLE THAT YOU LOVE.

>> 5G IS A HUGE PART OF THE \$80 BILLION INVESTMENT. I WOULD BE REMISED IF I DIDN'T MENTION -- WE HAVE A NEW FORTNITE EXPERIENCE.

>> YEAH. LISTEN THE REASON WHY IT IS SO IMPORTANT THAT WE FOCUS ON 5G IS BECAUSE PART OF WHAT WE TRY TO DO IS TO HELP CUSTOMERS UNDERSTAND WHAT IS THE DIFFERENCE THAT 5G IS GOING TO MAKE IN THEIR LIVES. ONE OF THE USAGES OF TODAY ANYBODY THAT PLAYS VIDEO GAMES CAN SEE IS THAT WHEN YOU PLAY WITH 5G EITHER AT HOME OR ON THE GO YOU GET TREMENDOUS PERFORMANCE IN TERMS OF YOU PROBABLY HEARD OF GAMER AND FRIENDS THAT TELL YOU THE LARGE KILL. NOW WITH 5G, THERE'S NO EXCUSES. A LOT CAN'T KILL YOU. FORTNITE SAYS WE ENGAGED IN EXPERIENCE TO TELL PEOPLE ABOUT 5G AND THIS IS THE FIRST EVER STADIUM THAT ANY VERIZON HAS BUILT FROM SCRATCH WITH A CREATIVE MODE OF FORTNITE. I HAD A 16-YEAR-OLD SON. HE COULDN'T BELIEVE THE

TEAM BUILT THIS. HE WAS DONE LEVERAGING 5G LEK TECHNOLOGY. WHEN YOU GO INTO FORTNITE AND CREATIVE MODE, YOU CAN GO INTO THE STADIUM AND PLAY SEVERAL GAMES AND GET A BOOST TO HELP YOU GET MORE SPEED AND EARN AND WIN A LOT OF PRIZES. WE'RE GOING TO HAVE GREAT COMPETITIONS BETWEEN CELEBRITIES AND PLAYERS THAT ARE HAPPENING THROUGHOUT THE WEEK. REALLY A FIRST FOR VERIZON AND AMAZING JOB FOR THE TEAM THERE.

>> I KNOW WE HAVE A LOT OF COOL MOMS AND DADS OUT THERE. JUST LIKE DIEGO, YOU CAN BE THE COOL PARENT. I KNOW WE'LL HAVE TO TUNE IN DURING THE GAME TO SEE THE COMMERCIAL. CAN YOU GIVE US A PREVIEW?

>> YEAH. IT IS INTERESTING. I LOVE ADS. WE DIDN'T START WITH THE AD. IT IS SO COMPELLING. THE AD WILL ALSO HELP US SELL OUR 5G STORY. LET'S TAKE A LOOK FOR A QUICK PREVIEW.

>> HE WHO IS GOOD FOR MAKING EXCUSES IS SELDOM GOOD FOR ANYTHING ELSE.

>> WHO IS THIS GUY?

>> WOW. WHAT DO YOU THINK? I KNOW THAT YOU PROBABLY THINK SHOW ME THE WHOLE COMMERCIAL.

>> I WANT TO SEE THE REST OF IT, YES.

>> LISTEN I TELL YOU, WAIT UNTIL SUNDAY. WE ALWAYS WANT TO KEEP SOME SURPRISES GOING. I'M VERY EXCITED ABOUT THIS. YOU PROBABLY NOTICE PAMELA JACKSON IS ON THE COMMERCIAL. AND IT IS GOING TO BE, I THINK, A GREAT DEMONSTRATION OF OUR PRODUCT AND SUPER ENTERTAINING. I CAN'T WAIT TO SEE AND HEAR WHAT EVERYBODY THINKS AFTER YOU SEE.

>> LOOKING FORWARD TO IT. A MOMENT OF PRIDE FOR ALL OF US WHEN WE SEE THAT SPOT THERE ON SUPER BOWL SUNDAY. AFTER WE CROWN A SUPER BOWL CHAMPION, LOOKS LIKE VERIZON WILL CONTINUE TO CELEBRATION. WE HAVE THE BIG CONCERT FOR SMALL BUSINESS. LOTS OF BIG NAMES. WHAT CAN YOU TELL US ABOUT THE CONCERT?

>> BEFORE WE TALK ABOUT THE CONCERT ITSELF, I THINK WE NEED TO GO BACK TO THE FOUR STATE HOLDERS AND SOCIETY BEING SUCH AN IMPORTANT ONE. ALSO OUR CUSTOMERS. AND WHEN WE STARTED FOR LAST YEAR, YOU REMEMBER THE BEGINNING OF THE PANDEMIC, WE NEVER REALLY THOUGHT HOW MEANINGFUL THE IMPACT THAT WHAT WE WERE DOING WAS GOING TO HAVE WITH SMALL BUSINESSES. NOW WE HAVE THE HELP FOR SMALL BUSINESSES RIGHT AFTER THE SUPER BOWL. WE'RE TRYING TO MAKE IT THE BIGGEST AFTERPARTY THAT EVERYBODY IS GOING TO BE ABLE TO JOIN VIRTUALLY. YOU ARE GOING TO BE ABLE TO FIND IT AND WATCH IT. WE'RE GOING TO HAVE A TREMENDOUS NUMBER OF GREAT ARTISTS FROM ALICIA

KEYES TO CHRISTINA AGUILERA TO A LOT OF OTHER ARTISTS COMING TOGETHER. THE WHOLE IDEA IS COMING TOGETHER TO SUPPORT SMALL BUSINESSES. WE'RE GOING TO OFFER GRANTS AND WE'RE GOING TO OFFER THE \$10 MILLION THAT WE PARTNERED WITH LAST YEAR TO PROVIDE THE GRANT. ALL OF THIS IS PART OF THE BIGGER PROGRAM THAT'S TO SUPPORT A MILLION SMALL BUSINESSES WITH NOT ONLY THE FUNDS THAT THEY NEED TO SURVIVE TODAY, BUT ALSO WHAT THEY NEED TO THRIVE IN THE FUTURE IN SUPPORTING THEIR DIGITAL TRANSFORMATION. SO THE VERIZON BUSINESS GROUP ARE BEHIND. IT IS AMAZING EFFORT TO MAKE SURE THAT WE ARE BEHIND SMALL BUSINESSES AND THAT WE CAN ALL DO SOMETHING. EVERYBODY HAS A FAVORITE SMALL BUSINESS THAT THEY WANT TO SHOW E. THOSE GUYS ARE OFFERING NOW. THE BEST THING THAT WE CAN DO IS IF YOU CAN'T DONATE A PART OF THE CONCERT, BUT ALSO SHOP SMALL. GO ORDER FOOD AND GET A GIFT CARD. BUY A GIFT CARD FOR SOME EXTRA MONEY THAT YOU CAN SPEND THROUGHOUT THE MONTH. THEY NEED OUR HELP. THEY NEED VERIZON. THEY NEED YOU.

>> GREAT MESSAGE FOR THE ENTIRE WORLD. AND A GREAT WAY TO REFLECT WHAT WE BELIEVE IN AS A COMPANY. WAY A GREAT WAY TO END A CHAMPIONSHIP RUN FOR THE NFL THERE. ANY FINAL THOUGHTS BEFORE AT THE GAME? YOU ARE SINGING AT THE CONCERT, RIGHT?

>> I WISH. I WISH. I WANT TO BELIEVE THAT I'M A GOOD SINGER. I THINK THAT'S GOING TO BE ONE OF THE SURPRISES FOR THE FUTURE. I WANT TO SAY THAT I THINK THERE'S BEEN A TREMENDOUS EFFORT FOR EVERYBODY THROUGHOUT VERIZON. A HUGE THANKS TO EVERYBODY IN THE NETWORKING THEY ARE WORKING DAY IN AND DAY OUT TO MAKE THE EXPERIENCES THROUGHOUT THE COUNTRY THE BEST IT CAN BE IN THE NETWORK. FOR EVERYBODY ELSE IN THE ORGANIZATION THAT'S DOING SOMETHING TO PUT TOGETHER THE EXPERIENCES AND THE GREAT MARKETING TEAM THAT I THINK IS GOING TO MAKE US WHOMEVER WINS ON SUNDAY I THINK IS ONLY ONE WINNER, AND THAT'S VERIZON.

>> AWESOME. DIEGO, THANK YOU FOR YOUR TIME.

>> THANKS, ANDY. GOOD TO SEE YOU.

THERE YOU HAVE IT. ALL THINGS SUPER BOWL.

NOW YOU MAY HAVE WONDERED WHY I WAS ASKING ABOUT

DIEGO'S MUSICAL CHOPS. AND THAT'S

BECAUSE IF YOU HAVEN'T SEEN OUR NEW "60 SECONDS" SERIES WITH OUR LEADERS, YOU'RE MISSING OUT

ON GEMS LIKE DIEGO'S SINGING SKILLS. HERE'S JUST A SNIPPET OF DIEGO'S 60 SECONDS.

>> YOU CAN'T ALWAYS GET WHAT YOU WANT.

>> THERE YOU ARE. IF YOU ARE WONDERING WHY HE'S SINGING, HEAD ON OVER TO THE INSIDE VERIZON APP.

BACK TO OUR SUPER BOWL COVERAGE -- IT'S GOING TO BE A VERY SPECIAL GAME FOR THE V TEAM THIS SUNDAY. AND ALL THAT WE TALKED ABOUT WITH DIEGO FEELS VERY MUCH

. 69% SAY THEY PLAN TO WATCH. ONE IN THREE PLAN TO ATTEND A VIRTUAL PARTY. KEEP IT VIRTUAL AND SAFE. HALF OF ADULTS BELIEVE THAT HAVING IT LIVE AT STADIUMS WILL TRANSFORM THE LIVE EXPERIENCE FOR FANS WHEN IN-PERSON ENTERTAINMENT IS POSSIBLE AGAIN. WE STILL HAVE WORK TO DO HERE. THAT'S THE TREND. THEY ARE LOOKING FORWARD TO 5G. OUR JOB AS REPRESENTATIVES OF THE COMPANY IS TO CONTINUE TELLING THAT 5G STORY. OUR THANKS TO DIEGO FOR HELPING US OUT WITH THAT. THERE ARE TONS OF REASONS WHY IT IS GOING TO BE A VERY SPECIAL CHANGE FOR THE V TEAM THIS SUNDAY.

AND ALL THAT WE TALKED ABOUT WITH DIEGO FEELS VERY MUCH LIKE GOOD "DINNER TABLE"

MATERIAL. EVEN THOUGH HANS' PATRIOTS AREN'T IN IT THIS YEAR, THERE'S A LOT TO SHARE AT THE "VIRTUAL SUPER BOWL TABLE" WITH YOUR FRIENDS AND FAMILY. WITH THAT IN MIND, OUR CONSUMER SEGMENT MARKETING LEADER ANGIE KLEIN HAS A FRIENDLY REMINDER ABOUT OUR FRIENDS AND FAMILY PROGRAM WITH SOME NEW DETAILS YOU'RE GONNA WANT TO HEAR ABOUT IT. HERE'S ANGIE.

>> HI, V TEAMERS. WE E HAVE SO MANY GREAT THINGS IN STORE FOR THIS YEAR'S SUPER BOWL. WE'RE EXCITED TO ANNOUNCE THE CONTINUATION OF THE FRIENDS AND FAMILY PROGRAM. IT GIVES EVERY V TEAMER THE ABILITY TO SHARE SPECIAL DISCOUNTS. EVEN THOUGH WE'RE NOT DOING BIG PARTIES THIS YEAR, WE'RE HELPING THE CUSTOMERS SAFELY ENJOY THE GAME VIRTUALLY TOGETHER WITH THE WATCH TOGETHER AND THE FORTNITE VIRTUAL STADIUM. THERE'S NEVER BEEN A BETTER TIME TO INVITE YOUR FRIENDS AND FAMILY TO JOIN VERIZON. WHAT IS THE FRIENDS AND FAMILY PROGRAM? WE LAUNCHED IT LAST YEAR. WE'RE EXTENDED IT. V TEAMERS CAN OFFER FRIENDS AND FAMILY THAT SWITCH ALL OF THE BEST SERVICES AT A SPECIAL PRICE. OUR 5G IS 5G BUILT RIGHT. WE HAVE OUR MIX AND MATCH WHICH GIVES YOU EVERYTHING THAT YOU WANT WITHOUT PAYING FOR THE THINGS THAT YOU DON'T. RIGHT NOW WE HAVE AMAZING CONTENT OFFERS, DISNEY PLUS AND DISCOVERY + . THEY WILL HAVE THE CODE UPDATED. WHEN YOU GET THEM TO SWITCH, THEY GET UP TO \$25 OFF OF THE

UNLIMITED ACCOUNT. THE NEW CUSTOMERS SAVE \$10. IT CAN BE USED FIVE TIMES FOR MOBILE AND FIVE TIMES FOR FIOS. WE'LL PROBABLY GIVE YOU ANOTHER ONE AFTER THAT. VISIT THE APP TO GET YOUR UNIQUE CODE. THIS IS ONLY FOR ONLINE CUSTOMERS. WE WANTED TO MAKE THIS EVEN MORE EXCITING FOR YOU TO GET YOUR FRIENDS AND FAMILY TO SWITCH TO VERIZON. WE HAVE A CONTEST. ANY V TEAMERS WHO USES THREE OF THEIR FRIENDS AND FAMILY CODE IN FEBRUARY WILL BE ENTERED TO WIN A 5G ULTRA WIDE SMARTPHONE. WE'RE GIVING THEM AWAY. YOU WANT TO GET INVOLVED. EVERYONE WHO USES ONE CODE WILL BE ELIGIBLE TO WIN FOR PRIZES LIKE TABLETS AND GIFT CARDS. START SHARING. THERE'S NEVER BEEN A BETTER TIME TO SWITCH TO VERIZON.

>> THANK YOU FOR THE UPDATE ON FRIENDS AND FAMILY. SEEMS LIKE WE'RE ALL IN THE CONTRAST KIND OF MOOD. IN ADDITION TO ANGIE'S FRIENDS AND FAMILY PROMOTIONS, WE HAVE THE SPECIAL SUPER BOWL SWAG TO GIVE AWAY. SO LET'S GET TO THOSE DETAILS... ALL YOU GOTTA DO IS TAKE A SURVEY AFTER THIS EPISODE, TELL US MORE ABOUT HOW YOU'RE SPENDING SUPER BOWL SUNDAY. HOPEFULLY YOU'RE STILL SPENDING IT SAFELY. AS YOU HEARD FROM DIEGO AND ANGIE, THERE ARE SEVERAL SAFE, VIRTUAL WAYS WE CAN ENJOY SUNDAY NIGHT TOGETHER. NOW YOU'RE PROBABLY WONDERING WHERE TO TAKE THAT SURVEY. WE WILL PUT A LINK RIGHT IN THE STORY COPY OF THIS EPISODE'S REPLAY. SO IF YOU'RE WATCHING LIVE, LOOK FOR THE REPLAY ON VZWEB, AND IF YOU'RE WATCHING THE REPLAY RIGHT NOW, SCROLL DOWN, FIND THE LINK TO THE SURVEY, AND ONCE AGAIN -- THE KEYWORD IS... CHAMPION. THANK YOU AND GOOD LUCK TO THOSE WHO ENTER.

LOOK FOR THAT SURVEY LINK THAT WILL COME OUT WITH THE REPLAY OF THE EPISODE. SCROLL DOWN YOU'LL FIND A LINK THERE. GOOD LUCK TO ALL OF THOSE WHO ENTER. ALL RIGHT. WE'RE REACHING OUR TWO-MINUTE DRILL.

ALRIGHT, LET'S GO INTO OUR TWO-MINUTE DRILL WITH A FEW QUICK ANNOUNCEMENTS BEFORE WE GO... PULSE SURVEY -- IT'S UNDERWAY RIGHT NOW. JUST A REMINDER YOU HAVE UNTIL NEXT FRIDAY TO COMPLETE YOUR Q1 PULSE SURVEY. LET'S SEE IF WE CAN HIT 100% THIS TIME. IT'S A FANTASTIC WAY TO VOICE YOUR OPINION ON WAYS WE CAN MAKE OUR COMPANY EVEN BETTER. NOW WITH OUR PUSH TO HELP SMALL BUSINESS WITH THE AFTERPARTY AFTER THE SUPER BOWL, WE'RE ENCOURAGING THEM TO POST SOME OF THE FAVORITE SMALL BUSINESSES

USES THE #BIGCONCERTSMALLBIZ WITH YOUR CHANCE TO HAVE THE TWEET OR POST FEATURED IN THE LIVESTREAM BROADCAST. AS WE LOOK AT THE SLIDE, YOU CAN SEE WE HAVE ALREADY POSTED OURS. SHOUT OUT TO MY FAVORITE PIZZA PLACE BACK HOME. WHILE I'M THINKING CALORIES IN, JESS IS THINKING CALORIES OUT. SHE WANTED TO SEND SOME SMALL BUSINESS LOVE TO HER CROSSFIT TEAM IN NEW JERSEY. LOTS OF GREAT SMALL BUSINESS LOVE ON SOCIAL. MAKE SURE TO POST YOURS AS WELL USING THE #BIGCONCERTSMALLBIZ. AND DID YOU MISS OUR LATEST EPISODE OF #NEXT20 ON TUESDAY? YAHOO SPORTS' CHRIS HAYNES SPOKE WITH BASKETBALL STARS RAY ALLEN, JRUE HOLIDAY AND RENEE MONTGOMERY ABOUT THE POWERFUL LEGACY OF SPORTS ACTIVISM AND HOW TO STAND UP AND SPEAK OUT. YOU CAN WATCH THE REPLAY ON VZWEB AND INSIDE VERIZON. AND ONE LAST REMINDER, AS YOU'RE ENJOYING THE GAME, ENJOYING THE ADS, LOOK FOR OUR SPOT FEATURING SAMUEL L JACKSON, FEEL THE PRIDE, TELL YOUR FRIENDS AND FAMILY, AND WALK AWAY FROM THE GAME FEELING LIKE A CHAMPION. SPEAKING OF CHAMPION, WE'RE GOING TO TURN IT INTO A SPORTS SHOW. AS YOU CAN SEE, I'M WEARING THE BUCS COLORS. I'M GOING TO GO WITH THE YOUNG GUN, MAHOMES. MY PREDICTION IS 38-35. I THINK IT IS GOING TO BE A SHOOTOUT AND I THINK A FIELD GOAL WILL WIN THE GAME. SHARE WITH US THE PREDICTIONS. AS DIEGO SAID, WHOEVER WINS, VERIZON IS THE REAL WINNER. JUST A BIG THANK YOU TO ALL OF OUR TEAMMATES WHO MADE THE SUPER BOWL SO SPECIAL. WE'RE GOING TO BE THINKING OF YOU AS WE EAT AND SHARE VIRTUALLY THIS GREAT EXPERIENCE. HAVE A FANTASTIC WEEKEND, EVERYBODY. GO FOOTBALL. GO VERIZON. UNTIL NEXT TIME, YOU ARE "UP TO SPEED."