



ConvergeMedia™ AdVOD ADM

On Demand Advertising



- Choice and Flexibility
- Sophisticated on demand media systems and digital advertising systems
- Powerful, scalable on demand management and technical business tools

With technology expanding into many different gateways and other electronic devices gaining headway in the cable marketplace, Cable Service Providers must remain in the forefront. In order for the television to remain the primary pathway for exciting new TV shows, movies, entertainment and advertising, providers must have leading technology to give consumers what they want, and most importantly, when they want it. With this in mind, ARRIS has engineered an entirely new model for advertising in order to sustain the revenues cable operators require. The ARRIS Advanced VOD Advertising (AdVOD) - embedded as an option in our proven On Demand Management Software; ConvergeMedia™ Management Suite - is a cost-effective solution that provides a net positive self-sustaining revenue business model.

Give advertisers feedback and give consumers control

The ARRIS AdVOD solution solves the problems associated with hard-coded pre-roll and post-roll ads contained in VOD by making the ads dynamic, immediate and relevant. Each household has a common trend of activity and interaction with their Set-Top Box (STB) - advertisements are selected and assembled at the moment of the subscriber VOD request and presented in a relevant and informational manner. Using the ARRIS ConvergeMedia™ solutions, providers can target households with specific advertisements, based on viewing trends, demographics, programming characteristics, and other outside data sources. Advertisers can direct their product marketing to key consumers and get direct measurements and performance data in real-time about their advertising campaigns. These available reports allow advertisers to adjust their campaigns based on their goals.

Facilitate better advertiser to customer communications

Along with VOD revenues comes a new potential revenue source for providers. Digital advertising can be packaged with on demand programming to bring in revenue, or ad-supported programming can be used to promote VOD. VOD programming creates natural consumer segmentation because viewers have greater freedom to choose programming that matches their specific interests (sports, health, cooking, sci-fi, etc.). AdVOD is multidimensional—it reaches on demand viewers, it enables relevant ads to be matched to viewers, and it supports interactivity allowing viewers and advertisers to communicate directly.

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Dynamic Advertising with On Demand Opens up Revenue Possibilities

Unlike any other advertising mediums, VOD gives advertisers and cable service providers the ability to segment TV ads demographically (a given program or network appeals to women age 30 or over, average annual income < \$120,000), geographically (by neighborhood), and “psycho-graphically” (the consumer with this STB number views a lot of romantic comedy movies and buys baby products at a national grocery store chain). These pre-qualified viewers are attractive to national and local advertisers, as well as content providers, and cable service providers who can use advertising to promote related programming and services, and to create branding. ARRIS offers the features operators need to begin generating revenue and competitive advantage with advertising on the VOD system in place today. The AdVOD solution leverages ARRIS’ vendor-neutral ConvergeMedia™ Management Suite to:

- Generate new ad sales revenue through new inventory and dynamic ad insertion capabilities
- Scalable and reliable VOD Advertising delivery in an end-to-end solution
- Reporting and analysis tools to measure ad delivery results and help segment efficiently
- Support for long form ads such as branded “advertainment” content on free VOD
- Geographically targeted and household addressable advertising
- Attract more and better programming content, leading to increased viewings

AdVOD can support free programming that builds subscribership and viewer loyalty. Growing subscribership, in turn, attracts more advertisers, creating new revenue. Only VOD can deliver one-to-one advertising to the households most likely to buy advertisers’ products, an approach that will fundamentally change the business model for on demand programming and create high value revenue streams for cable service providers.

Selecting a VOD solution vendor is arguably the most important choice a cable service provider will make when moving into VOD. ARRIS powers the world’s most sophisticated on demand media and digital advertising systems. The company has been building and developing scalable media technology and back-office management software on the widest range of broadband delivery systems—DSL, IP, and cable—for more than 12 years.

Customers choose ARRIS to power the most demanding markets in the world because of our proven OnDemand and digital advertising insertion platforms, our commitment to reducing the complexity of business and technical operations through our open ConvergeMedia™ Management software platform, our expert project management, and our continued commitment to providing the world’s most scalable and efficient OnDemand platforms thereby assuring operators the lowest total cost of operations in the industry.

For more information, please contact your local sales representative or visit www.arris.com

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