

VOD TV Advertising Solution



Dynamic VOD End-to-End Advertising Solution for Television

The Dynamic Video On Demand (VOD) End-to-End Advertising Solution for Television combines best-of-breed VOD advertising technologies from BlackArrow and ARRIS. BlackArrow is an independent provider of multiplatform campaign management, ad-decision logic, reporting and billing for viewer-controlled video, while the ConvergeMedia™ Management ADM solutions from ARRIS deliver ad asset management, VOD video infrastructure system and back office management to manage, dynamically insert and deliver VOD and advertising assets.

Together, the services enable advertisers and content providers to target and reach audiences dynamically via daypart, geography and other critical VOD programming metadata. Built on the SCTE 130 open standard, the integrated ARRIS-BlackArrow solution enables Cable and IPTV providers to speed deployment of advanced VOD advertising and generate additional ad revenues from Video on Demand services.

ARRIS ConvergeMedia™ Management ADM

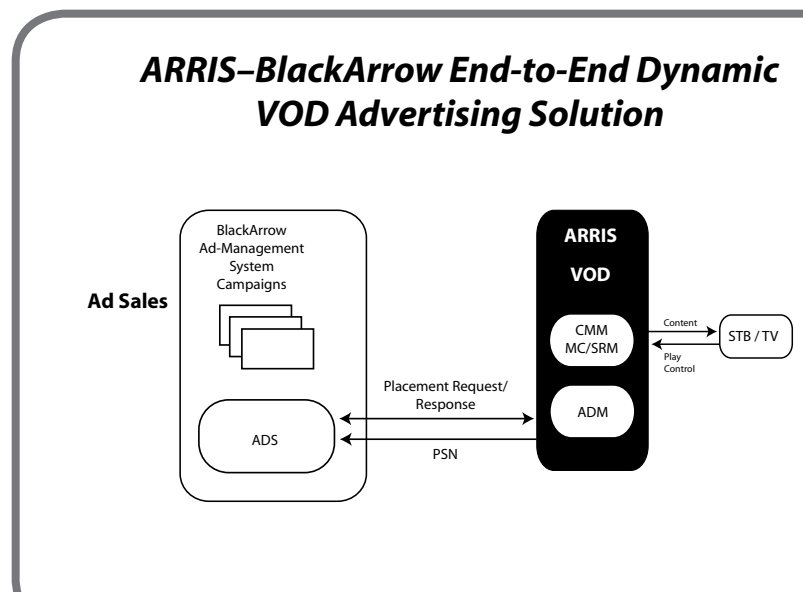
Video on Demand is an entertainment service that has steadily grown in terms of the number of streams, user frequency and hours of content offered to subscribers. Absent in this growth is the presence of advertising-supported VOD systems. This has now changed through the introduction of the BlackArrow ad-management system and the ARRIS ConvergeMedia ADM VOD solution. The unicast nature of VOD services is ideal for the two key elements of advanced advertising: (1) targeting advertisements to particular individuals and demographics and (2) leveraging interactivity.

The ARRIS AdVOD 1.1 solution is designed as a minor hardware and software upgrade to existing ARRIS VOD systems. One or more instances of a new software component called the ConvergeMedia Management ADM are deployed and are involved in each session setup. The ADM determines whether ads should be applied to a given session. It also determines the number of pre and post bumpers ads that are needed and requests ad decisions from the BlackArrow ad-management system. The AdVOD 1.1 product connects to a single Campaign Manager or a hierarchy of distributed Campaign Managers as required.

The ARRIS ADM VOD solution features include:

- Ad Insertion fail over service
- Logical Content Manager – creates playlists
- Ad Execution Systems – translates instructions from the BlackArrow ad-management system
- Data Tap – provides reporting data
- On Demand Packager – manages local advertising content

As a "Delivery System", the ARRIS AdVOD 1.1 product does not create or manage campaigns. Instead it supports communication to and from the BlackArrow ad manager for VOD as illustrated to the right.



Convergence Enabled.

BlackArrow-ARRIS End-to-End Dynamic VOD Advertising Solution

The BlackArrow ad-management system is tightly integrated with the ARRIS ConvergeMedia Management VOD advertising solution. Together, these systems create a powerful ad decisioning, insertion and delivery system that enables management of all aspects of VOD advertising in real time, from a single, integrated platform. The BlackArrow and ARRIS combined technologies help generate incremental ad-sales revenue through new inventory avails and dynamic VOD ad-insertion capabilities, supported by industry-leading campaign management, optimization and ad-decision logic functionality.

The BlackArrow Ad-Management System

For VOD, the BlackArrow ad-management system offers a highly flexible and scalable platform to manage advertising campaigns and inventory, contract sales orders of any complexity and target audiences with powerful ad-decision logic. Built from a television-style advertising perspective, the BlackArrow system enables content providers and distributors to pinpoint audiences with advanced targeting capabilities, maximize ad decisions against avails and generate real-time reports — thereby commanding higher CPMs and maximizing inventory.

In addition, the BlackArrow campaign manager is designed to manage ad campaigns across multiple viewer-controlled video platforms, enabling ad sales initiatives for VOD to integrate seamlessly with sales activities around other distribution platforms.

The extensible BlackArrow platform enables operators to rapidly take advantage of advertising on new and developing video playout platforms, and to centrally manage, target, traffic and report on advertising across any and all digital-video delivery platforms. Because the BlackArrow system architecture is uniquely flexible, operators are able to optimize their deployment anywhere in the VOD environment — from the headend, to an enterprise data center, or a hosted solution.

BlackArrow ad-management system for VOD key features

- With the BlackArrow system, content providers and distributors are able to:
 - Contract and manage advertising campaigns
 - Target addressable audience segments
 - Assign real-time ad logic and business rules
 - Traffic ads dynamically
 - Access timely reports, billing functionality and campaign metrics
 - Integrate with other technologies in the greater advertising ecosystem

BlackArrow SCTE 130-compliant ad decision server

- Optimizes every ad decision in real time based on rules and priorities
- Responds to ad requests with targeted ads based on requests and sales commitments
- Reports accurately on ad decisions and delivery

To learn more about the BlackArrow-ARRIS Dynamic VOD End-to-End Advertising Solution for Television, contact us at:

The BlackArrow logo features the word "blackarrow" in a lowercase, sans-serif font. The letter "a" is stylized with a green circle containing a white arrowhead pointing to the right.

BlackArrow

Call: **1-877-299-3048**

Visit: **www.blackarrow.tv**

Email: **sales@blackarrow.tv**

The ARRIS logo consists of the word "ARRIS" in a bold, uppercase, sans-serif font. Above the letters "R" and "I" is a stylized graphic of a blue and orange arrow pointing to the right.

ARRIS

Call: **1-866-36ARRIS**

Visit: **www.arrisi.com**

Email: **info@arrisi.com**

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