

# ConvergeMedia™ Solutions

## Providing the Solution for Delivery, Management and Monetization of Next Generation On Demand Multi-Screen Services

ARRIS On Demand solutions allow service providers to tune into rich new revenue streams comprised of the latest digital video services - from VOD, IPTV, and Network PVR to advanced, targeted advertising and digital programming insertion.

At ARRIS, we know how important it is for operators to be innovative leaders as communications services converge. To be successful, operators need to offer the kind of state-of-the-art video and advertising services that reach subscribers anywhere, anytime, on any device. Multi-screen support is not only required to keep customers happy, but to ensure success in a market that is continuously getting more competitive each and every day. For this reason; ARRIS is continuously developing and supporting new, innovative services that will help operators implement untapped revenue opportunities and greatly enhance their subscriber experiences.



### **Monetization**

- Deploy and integrate interoperable solutions for On Demand and advanced advertising services

### **Management**

- Maintain high uptime and drive high customer satisfaction with advanced monitoring / troubleshooting technology
- Manage and deliver both IP and legacy access networks for high quality subscriber experiences

### **Delivery**

- Deliver any content to any device, any time, any place with multi-format streaming support
- Provide both reliable and cost-effective delivery with high density commercial-off-the-shelf (COTS) platforms
- Support more services, faster with flexible architectures and easily scalable infrastructures

## ConvergeMedia™ Solutions for Growth and Profitability

ConvergeMedia is an innovative suite of media distribution platforms and application management tools enabling operators to provide services of the present and future. Viewing content on demand over devices other than the television has become increasingly popular and operators must conform to these changes in order to stay in the forefront of the industry. Operators must be able to cost effectively provide new capabilities to subscribers and wisely choose solutions which will allow future growth with reduced capital expenses. To attract and hold customers in today's broadband marketplace, operators need to deliver a broad range of programming and personalized services, a convenient, user-centered environment, and flawless service.

ARRIS solutions are ready today to help operators create profitable businesses by supporting growth while significantly lowering cost per stream and channel. ARRIS knows what operators need to maximize profits today and grow revenue for the future. ARRIS solutions simplify deployment while maintaining the lowest total cost of operation for service providers.

- Enable operators to expand offerings at a competitive price with open, scalable platforms
- Reduce operational costs with consolidated operations management
- Manage available bandwidth intelligently for maximum efficiency and return, as well as lower deployment costs with robust GigE transport support
- Optimize offerings for each market with real-time business and system management tools
- Increase user satisfaction and lower churn with better responsiveness and quality of service technologies
- Integrate smoothly with existing infrastructures
- Incorporate new revenue generating opportunities easily, with adaptable architectures and state-of-the art technologies

## Administering the Foundation of Innovative Media Delivery

The ARRIS ConvergeMedia XMS Series Media Distribution Platforms are converged VOD & Ad Insertion servers bringing forth major evolution offerings that are industry-acknowledged for storage density with highly rated streaming performance and reliability.

The XMS Series is optimized to serve as the foundation of many on demand and advertising services that system operators need to deploy to remain competitive in today's technology and media delivery environment. As subscribers require more services, it is imperative that development of new products and features suit the needs of the operator and subscriber in a cost effective manner. ARRIS media distribution servers leverage open commercial-off-the-shelf (COTS) platforms with purpose-built application software; providing the greatest flexibility and best price/performance ratios.

The XMS Series is a major evolution of the existing ARRIS VOD and Ad Insertion server family. ARRIS realizes that stability and predictability are major factors required to ensure success and lower operating costs. The XMS interoperable design allows side-by-side operation of the new XMS and previously deployed servers, enabling scalable solutions with lower CAPEX. Always at the forefront in standards development and compliance, ARRIS is a valued provider of service offerings that provide a real return on infrastructure investment.

### ***The ConvergeMedia XMS Series enables operators to:***

- Deliver media to any device, at any time
- Scale streaming and storage independently as services grow
- Transition to next generation services such as IP video delivery
- Reduce operating expenses and manual intervention with automated session resiliency
- Obtain the best price/performance with adaptive storage technologies
- Optimize capital with unified platforms supporting content delivery for VOD & advertising



## Simplifying On Demand Management

Video on Demand usage is rapidly increasing as viewers seek to enjoy content when and where they want it - across multiple devices such as their set top box, personal computer and mobile devices. Enabling service providers to take advantage of these changing markets and increase growth are two key goals of the ConvergeMedia Management Suite. The ConvergeMedia Management Suite has been designed to address this dynamic landscape by supporting the scale required for multiple devices and formats.

ConvergeMedia Management Suite allows service providers to flexibly manage all types of on demand content – Free, Subscription, Transactional, HD VOD, and Time-Shifted. The solution integrates all facets of an on demand deployment: VOD servers, billing systems, network architectures and other components. ConvergeMedia Management Suite gives operators the simplicity of one platform that integrates with a choice of third party component solutions.

ConvergeMedia Management Suite allows service providers to manage all aspects of on demand deployments - the system, the content, and the business - from a single, integrated platform that gives you the real-time control and visibility to achieve maximum revenue. ConvergeMedia Management Suite has been designed to manage on demand content over multiple networks and devices. It simplifies operations and reduces costs by offering innovative tools for on demand analysis. In addition to completely supporting today's end-to-end VOD systems, the ARRIS ConvergeMedia Management Suite supports the next generation of on demand services.

### **ConvergeMedia Management Suite allows operators to:**

- Fine-tune operations with advanced management and analysis tools
- Identify and correct problems before they impact revenue with interactive VOD dashboards and real-time notifications
- Increase service uptime and customer satisfaction with active failover options
- Deploy solutions in multi-vendor environments
- Support delivery of media to multiple networks within one deployment simultaneously
- Optimize networks with heterogeneous and hierarchical content structures
- Provide subscribers with personalized on demand experiences



## Tapping into New Revenue with Advanced VOD Advertising

The ARRIS Video on Demand (VOD) Advertising Solution allows operators to capitalize on new revenue streams by offering the ability to deploy and operate a dynamic VOD Advertising Solution based upon the latest digital video services at the lowest Total Cost of Ownership (TCO).

Video on Demand has been offered as an entertainment service by the broadband service industry for many years and has steadily grown in terms of the number of streams, hours of content offered to subscribers, and frequency of VOD sessions per subscriber/household. Absent in this growth is the presence of advertising associated with the VOD assets and ability to provide ad-supported VOD programming not only to the television but to various other devices as well. This void has now been filled with the introduction of the ARRIS ConvergeMedia Advanced VOD Advertising Solution.

### **ARRIS Advanced VOD Advertising solutions help operators:**

- Generate new ad sales revenue through new inventory and dynamic ad insertion capabilities
- Provide scalable and reliable VOD advertising delivery in an end-to-end solution
- Measure ad delivery results and help segment efficiently with reporting and analysis tools
- Support long form ads such as branded 'advertainment' content on free VOD
- Deliver geographically targeted and household addressable advertising
- Attract more and better programming content, leading to increased viewings

## The Complete Solution for Digital Program Insertion

ConvergeMedia Advertising Management Solutions provide industry-leading reliability and quality of service through a combination of fault-tolerant engineering and high-availability configuration options. As a result, ConvergeMedia Ad Management enables operators to field carrier-grade advertising services that consistently meet client service level agreements and maintain continuity of revenue flow. The ARRIS ConvergeMedia Advertising Solution provides full-featured, state-of-the-art, linear ad insertion services for networks of any size.



Local advertising represents a significant source of revenue for service providers; pre-qualified digital viewers are valuable to national and local advertisers as well as to content providers. Advertisers can direct their product marketing to key consumers and get direct measurements and performance data in real-time about their advertising campaigns. The ConvergeMedia Advertising Solution supports dynamic ad insertion that opens up new, expanding revenue opportunities and allows subscribers to receive ad content regardless of where they are: in the home, office, or while mobile.

### ***With the ConvergeMedia Advertising Solution, operators can:***

- Manage the complexities of linear digital advertising insertion efficiently and profitably.
- Retain campaigns and keep advertisers satisfied with dependable ad insertion tools and features.
- Develop new advertising revenue streams and personalized subscriber services with enhanced advertising services such as addressability and interactivity.
- Drive down operational expenses of Digital Program Insertion (DPI) advertising with improved service utilization, partner communications, reliability, and quality.
- Reduce advertising CAPEX with an open, standards-based platform that is full-featured, tightly integrated, incrementally-deployable, and highly-scalable.
- Strengthen partner relationships with efficient and reliable scheduling and reporting tools
- Lower operating and power expenses by managing a single platform

## ARRIS Company Overview

ARRIS is a global communications technology company specializing in the design, engineering and supply of technology supporting triple- and quad-play broadband services for residential and business customers around the world. The company supplies broadband operators with the tools and platforms they need to deliver reliable telephony, demand driven video, next generation advertising and high speed data services.

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