

Dynamic Video On Demand Advertising Solution for Television

Our Dynamic Video On Demand (VOD) end-to-end advertising solution for Television combines best of breed advertising technologies from Microsoft and ARRIS: Microsoft Advertising's AdManager VOD, and ARRIS's AdVOD solutions. Microsoft Advertising's AdManager VOD provides the campaign management, inventory management and forecasting, targeting, reporting tools, and ad decision engines. ARRIS provides the ad management and VOD system upgrades to manage, dynamically insert, and deliver VOD ads. Our end-to-end solution is built on the SCTE¹ 130 industry standard for advanced TV advertising ad decision, is ready for deployment to help VOD media sellers better monetize their VOD inventory. Ads may be targeted to content categories and types, geographies and households to maximize the value of VOD advertising inventory and provide effectiveness and ROI for marketers.

Microsoft Advertising's AdManager VOD (part of the Atlas Publisher Suite)

Selling advanced advertising campaigns across emerging media channels such as dynamic VOD should be simple. Media sellers should be able to leverage the best practices of online advertising such as real-time inventory forecasting, ad decisions, and reporting to enable advanced TV advertising and other cross-platform advertising opportunities at the push of a button.

Microsoft Advertising's AdManager VOD does just that. An extension of the Atlas Publisher suite, the AdManager version 10 system for online and mobile advertising now supports VOD. AdManager VOD is a highly flexible and scalable system for managing VOD inventory and campaign management, booking orders, assigning ad copy, and making real-time ad decisions based on requests from Arris's AdVOD 1.1 system to its SCTE 130 compliant ADS (Ad Decision Service). Through AdManager VOD, VOD media sellers can increase targeting capabilities, speed ad decisions, monitor and control inventory projections, and generate reports all in real-time, leading to higher CPMs and less unsold inventory.

AdManager VOD Key Features

- > Campaign Management for scheduling, optimizing, and delivering campaigns
- > Inventory Management & Forecasting for reserving, segmenting, and forecasting available inventory
- > An SCTE 130 ADS that optimizes every ad decision in real-time in an industry standard way



¹ U.S. based Society of Cable Telecommunications Engineers, develop technical standards specifications supporting the cable telecommunications industry

- > Dynamically targets ads based on anonymous data
- > Real-time reporting to run, schedule, and/or customize reports
- > One platform for online, mobile and TV VOD

ARRIS's AdVOD 1.1 Solution

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 Microsoft's AdManager VOD, and ARRIS's AdVOD 1.1 solution. A minor hardware and software upgrade to existing ARRIS VOD systems, AdVOD 1.1 leverages existing systems to enable dynamic insertion and delivery of VOD ads, and includes a new software component: the nABLE ADM. One or more instances of the nABLE ADM are deployed and are involved in each VOD session setup. The ADM is SCTE 130 compliant, and determines whether ads should be applied to a given session, and (if so) the number of pre and post bumpers ads needed in order to request ad decisions from Microsoft's AdManager VOD

AdVOD 1.1 Key Features

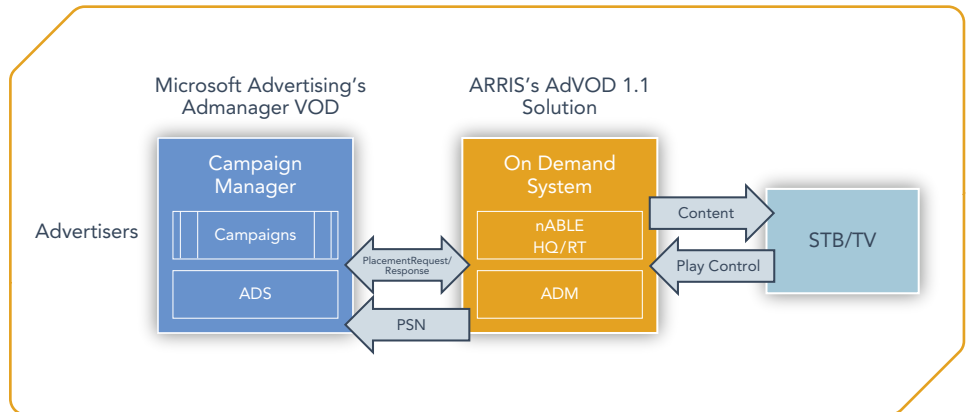
- > nABLE Logical Content Manager – Creates playlists
- > nABLE Ad Execution Systems – Translates instructions from Microsoft's AdManager VOD
- > nABLE Data Tap – Provides reporting data
- > nABLE On Demand Packager – Manages local advertising and VOD content

Microsoft Advertising/ARRIS End-to-End Dynamic VOD Advertising Solution

Microsoft Advertising's AdManager VOD is interoperable with the ARRIS AdVOD 1.1 VOD advertising solution; together these systems create a powerful ad management, ad insertion, and ad delivery system that enables rapid deployment and management of dynamic VOD advertising from a single integrated platform using the SCTE 130 standard. In executing the end-to-end solution, the nABLE ADM requests ad decisions from AdManager's ADS, and the ADS decides on the "best-fit" ad and responds with targeted ads based on request and sales commitments. AdVOD then inserts and delivers the VOD ad to the end user's set top box, and pulls user viewing data and forwards to AdManager VOD to report on actual ad delivery.

Dynamic video on demand advertising

Microsoft's and ARRIS's combined technologies help generate incremental ad sales revenue through new inventory, dynamic VOD ad insertion capability, and industry-leading campaign and revenue management, optimization, and ad decision logic functionality.



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

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