

# Audience and Engagement Measurement

Cable operators are looking towards innovative marketing initiatives to deliver more personalized experiences to their video subscribers, such as interactive television (iTV) and addressable advertising. Competitive pressures are also driving MSOs to offer compelling services to ensure they remain relevant players in the value chain. A critical requirement to meeting these objectives is to have accurate and detailed information on subscriber segments based on profiles and usage.

Openet Audience and Engagement Measurement solution enables service providers to measure subscriber activities across all video services, including linear and non-linear viewing data and click-streams associated with iTV applications. With Openet, operators can collect, correlate, and enrich usage and profile information across all video services in real-time to deliver more personalized services and highly addressable marketing campaigns.

## MEASUREMENT ACROSS ALL VIDEO SERVICES

The Audience and Engagement Measurement solution enables MSOs to collect and aggregate real-time, second-by-second click-stream usage and viewing data—including linear broadcast viewing and data from video on demand (VOD), Switched Digital Video (SDV), and Enhanced TV Binary Interchange Format (EBIF) servers. By using a single system to collect usage, interactive, and viewing data across all video services, MSOs can eliminate redundant systems that are typically focused on service silos while gaining comprehensive insight into how their subscribers use, view, and interact with video services.

## INSIGHTS FOR MARKETING AND NETWORK ENGINEERING

By enriching service usage and viewing data with subscriber account, demographic, and psychographic information, Openet Audience and Engagement Measurement solution allows marketers at cable operators to identify actionable market segments. Tapping into internal and third-party data sources, Openet profiles subscribers and households based on static and dynamic data. In order to meet privacy regulations and concerns, usage and viewing data that is collected can be anonymized for subscribers who have either opted out or have not opted in to the program.

As demand for bandwidth continues to grow, many cable operators are exploring Switched Digital Video (SDV) to free up additional bandwidth by broadcasting only the most popular shows while designating less frequently viewed channels as switched services. By collecting subscriber activity across all video services, Openet Audience and Engagement Measurement solution allows network engineers to measure the relative popularity of different programming and then properly designate the right programming to broadcast or switched services.

## PERSONALIZED VIDEO EXPERIENCE

By creating subscriber profiles that are based on video usage and viewing, and engagement with iTV applications, operators have the foundation to deliver highly personalized viewing experience. As cable operators turn towards real-time interactivity, they can leverage Openet Audience and Engagement Measurement solution to collect, aggregate, and distribute data that is compatible with EBIF and tru2way standards. By tapping into real-time measurement and profiling, service providers can insert third-party advertisements targeted to the individual or household, place offers for internal products and services based on individual preferences or those of similarly profiled subscribers, and customize services and menus such as VOD recommendation menus.

## MAKE THE MOST OF EVERY NETWORK AND CUSTOMER

Attract subscribers, provide them a great experience, maximize revenue from them, and minimize the cost to serve them. Sounds simple until you try to do it with millions of subscribers supported by inflexible legacy infrastructure amidst an ever-changing set of business requirements. To succeed in this environment, you must first know your subscribers and how they use your services, be capable of deploying innovative business models that maximize revenue, and be able to control the allocation of your network resources intelligently and efficiently. This is Making the Most of Every Network and Customer. And Openet can help with our Service Optimization Software. We provide this today for operators such as Vodafone, Orange, AT&T, Verizon and dozens of others across the globe.

## OPENET FRAMEWORK

Openet products are built on the Openet Framework which gives our products their name and is the foundation for our suite of Service Optimization Software.

The Framework provides carrier-grade performance, as proven by the world's largest service providers to process billions of events daily and manage thousands of transactions per second with low latency.

Openet products and solutions integrate seamlessly with any network, enabling service providers to deploy highly configurable, convergent solutions to support voice, data, content, and multimedia services on one platform. Openet's suite of products includes policy management, mediation, charging, rating, balance management, profile management and dynamic context router.

## SOLUTION DELIVERY SERVICES

### Getting the Most Out of Your Investment

Simply put, Openet Solution Delivery Services leverage our focused expertise and highly specialized engagement processes to help you realize the full potential of your investment in Openet solutions. And, therefore, extract the greatest possible business value from your network activity. Our teams are deeply versed in the requirements for deploying and customizing our solutions to maintain performance at scale, while enabling service providers to launch new services quickly and cost-effectively.

## A PROVEN FOCUS ON THE NETWORK EDGE

Openet focuses on network-edge solutions that extract increased business value from network activity. Combining highly specialized Solution Delivery engagements with Openet's industry-leading Framework and products, Openet enables today's service providers to rapidly introduce new services, while cost-effectively managing services already in market.

### A PARTNER TO LEADING SERVICE PROVIDERS WORLDWIDE.

Openet implementations include long-running engagements with the world's leading service providers, including Verizon, AT&T, BT, and Orange.

## OPENET SOLUTIONS

