

# Content Anywhere

Multichannel video providers—including cable TV, IPTV, and broadcast satellite providers—are facing a threat to their core linear video businesses as consumers increasingly turn towards computers and mobile devices to view TV programs and movies. As consumer bandwidth capacity increases, the amount of video content being provided by over-the-top (OTT) providers is rapidly growing. It is critical for operators to meet consumer demand for online content while preserving the dual subscription and advertising business model that has been a key revenue driver for both the operators and programmers.

With Openet Content Anywhere solution, service providers can enable subscribers to view content anytime, anywhere, and on any device while reinforcing the pay-TV model by authorizing access to premium online content based on a subscriber's account plan. The solution enables operators to not just meet customer demand for online content, but to offer a comprehensive service that enhances end user experience while generating new revenue streams.

## CONTENT ENTITLEMENT CONTROL

Openet Content Anywhere solution coordinates content entitlement among service providers and programmers to enable subscribers to view the same premium programs and channels online as they are entitled to view on their TV sets. When a device attempts to access programming content online—via the operator's portal, a programmer's website, an over-the-top (OTT) site, or any other online site—Openet authorizes entitlement based on validation of subscriber profile. The solution has the flexibility to control entitlement regardless of how an operator or the industry decides to authenticate and authorize users, whether a centralized clearinghouse is established, operator-specific subscriber repositories are used, or any combination thereof.

## REAL-TIME, CROSS-PLATFORM CAPABILITIES

The Content Anywhere solution provides real-time session control across multiple access networks, including wireline and wireless networks. With a single platform, operators can enable customers to access their video content across multiple devices that have broadband connections, such as mobile phones, personal computers, netbooks, gaming consoles, and other relevant consumer devices that may emerge in the future. In addition to real-time authorization capabilities, Content Anywhere can leverage real-time network policy and online charging capabilities of the Openet platform for a more sophisticated content entitlement solution. For example, premium TV subscribers can receive an automatic bandwidth boost whenever they view content online. Operators can offer on demand purchases to non-subscribers who attempt to access premium content.

## PERSONALIZED ADVERTISING AND PROMOTIONS

Openet Content Anywhere solution enables operators to enhance user experience with specialized and personalized content based on session data (e.g., content viewed, time, date, device type, etc) and subscriber profile (e.g., account details, usage history, demographics, etc). For example, a personalized list of recommended shows and viewer reviews could be offered. Loyalty programs could be created in which points can be earned for viewing pay-per-view online content. Operators could also generate additional revenues by delivering highly relevant promotions and advertisements. For example, a regular viewer of premium ESPN content could be offered a sports enthusiast package. A subscriber that regularly views soccer games online could receive an ad for a travel package to attend the World Cup games.

## 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.

