



Motorola Medios Merchandiser

Personalized Infinite Catalog Marketing Across Three Screens

Motorola's Medios Merchandiser monetizes the Infinite Catalog by simplifying the subscriber browsing experience with subscriber-personalized bundle marketing, encouraging impulse purchases and upgrades with targeted offers, pricing and discounts. It is the tool you need to help you evolve beyond today's VOD model to the next generation of multiple-screen On Demand delivery of music, games, and enhanced TV applications.

MEDIOS MERCHANDISER HIGHLIGHTS

Create bundles of VOD and non-VOD assets

Market and issue grants across TV, Web, Mobile networks

Subscriber targeting and recommendation

Targeted pricing and ads

DRM license issuance to multiple DRM systems

IPTV- and OTT-ready

Personalized Marketing Across TVs, Web, Mobile and Consumer Electronics

Motorola's Multi-Screen Service Management Software Suite Merchandiser (Medios Merchandiser) provides the flexibility needed to increase your average revenue per user (ARPU) by differentiating your On Demand video-based offerings. Through advanced metadata management tools and automation, the Medios Merchandiser provides you with a highly scalable multimedia content marketing system built to effectively market the ever-expanding on-demand catalog, including video, music, games, and applications. The Medios Merchandiser solution enables you to successfully provide your consumers with a media-rich bundling experience enhanced with flexible pricing and discounting, as well as personalized recommendations that drive impulse purchases and your return on investment (ROI).

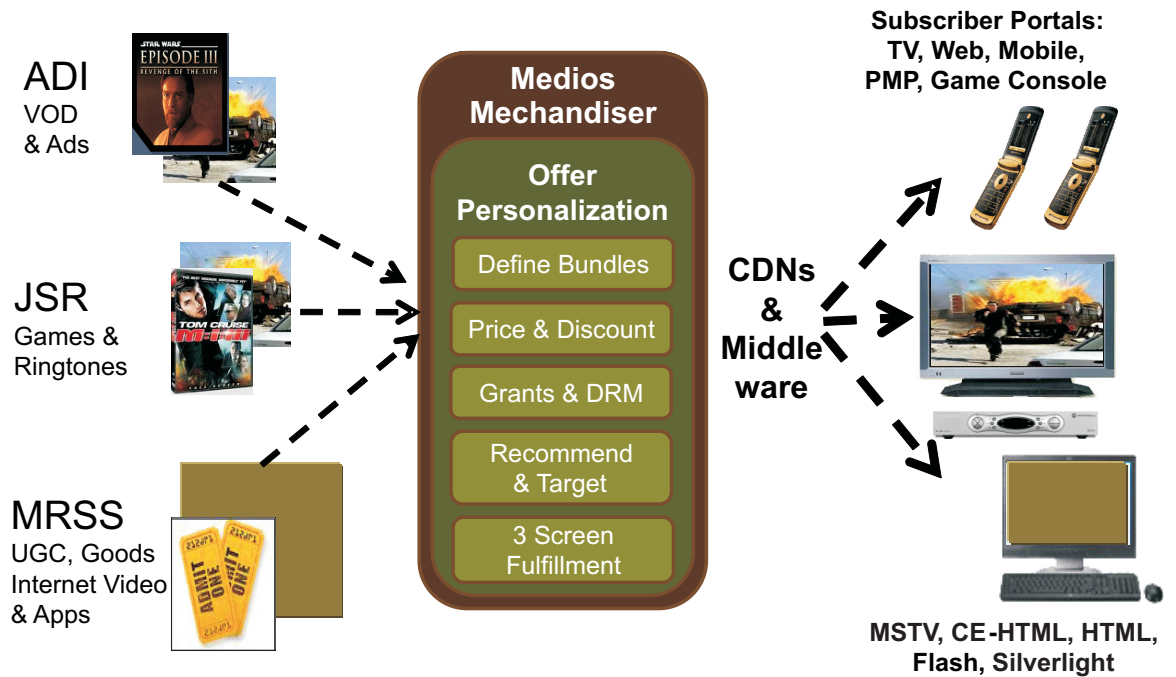
The Medios Merchandiser is a full-featured, cost-effective, and highly-scalable solution. Designed from the ground up for scalability, reliability, and low total cost of ownership the Medios Merchandiser is deployed as a "Highly Available" application on common, cost-effective off-the-shelf hardware and Linux®.

Motorola's Medios Merchandiser provides significant capability for assembling the multi-screen asset catalog, flexible bundling, pricing, and promoting subscriber offers. In addition, it also provides for the back office functions needed to fulfill, bill, protect, and settle all transactions. Medios Merchandiser centralizes the catalog function for TV, Web, and Mobile networks to a centralized platform, and its open Web service-based APIs allow for integration to a wide range of systems.

Medios Merchandiser is a game-changing solution, providing IPTV and OTT operators with the following business differentiating functions:

- **Bundle Definition** — Discover or ingest asset metadata, even from federated partner/third party catalogs, to populate the Three Screen multimedia on demand catalog. Medios Merchandiser provides GUIs to allow your Marketing teams to build bundles of video, music, games, and physical goods. It even enables you to combine TV, Web, and Mobile in the same bundle.
- **Three Screen Marketing** — Medios Merchandiser's APIs are exposed to your existing TV, Web, or Mobile portals, preserving these investments, while enabling cross-domain marketing and fulfillment.
- **Price and Discount** — Medios Merchandiser's rating engine enables flexible pricing and discounting to maximize subscribers take rates. Its GUI-based operations make it simple to build and associate pricing and discount plans to individual assets, bundles and categories of assets.
- **Recommend and Target** — Using profiles and inputs, such as subscriber preferences and social network inputs, Medios Merchandiser positions the assets, offers, and pricing most likely to result in a purchase 1-2 clicks from your home portal screens.
- **Fulfill and Settle** — Once an order is placed Medios Merchandiser generates the grants, DRM license terms, billing records, payment gateway events, and settlement records to fulfill the transaction. It also handles reversing all this in the event of a customer reversal.

Asset Ingestion Triple Screens



PROMOTION HIGHLIGHTS

GUI-based "Point & Click" promotion creation

Easily target a single asset or bundles of assets with promotions and ads

Pre-set promotion start and end dates

Flexible promotion programs.

Buy A get X% discount for targeted subscribers

Buy A, get B for X% discount for targeted subscribers

Enforce a range of licensing terms:

- Play for free

- Play once

- Play X times/counts

- Unlimited play for set time

- Play N assets each month (SVOD)

IPTV and Over-The-Top Support

Medios Merchandiser provides a foundation for meeting today's VOD needs, while enabling you to create the multimedia service bundles and progressive download services of tomorrow.

Subscriber usage of Internet video has demonstrated the growing desire for "what I want to watch, when I want to watch it, on the screen of my convenience." The evolution from broadcast TV as the primary video service to a predominantly personalized/unicast service is upon us today, specifically with personal video recorder (PVR)-based time shifting and Internet video progressive download capturing significant subscriber rate rates.

The Medios Merchandiser platform is designed to facilitate this service evolution through a base set of integrations to your existing Ordering, Billing, and CARE systems, preserving these investments and extending the subscriber knowledge in those systems to existing and new customer service domains/portals. Serving as the catalog aggregation point for all asset types, customer and device information, and subscriber targeting definitions allows Medios Merchandiser to enhance the subscriber browse and purchase experience across all your contact points. Web service based APIs allow for the enhancement of your portals on IPTV, Web, Mobile and Consumer Electronic devices.

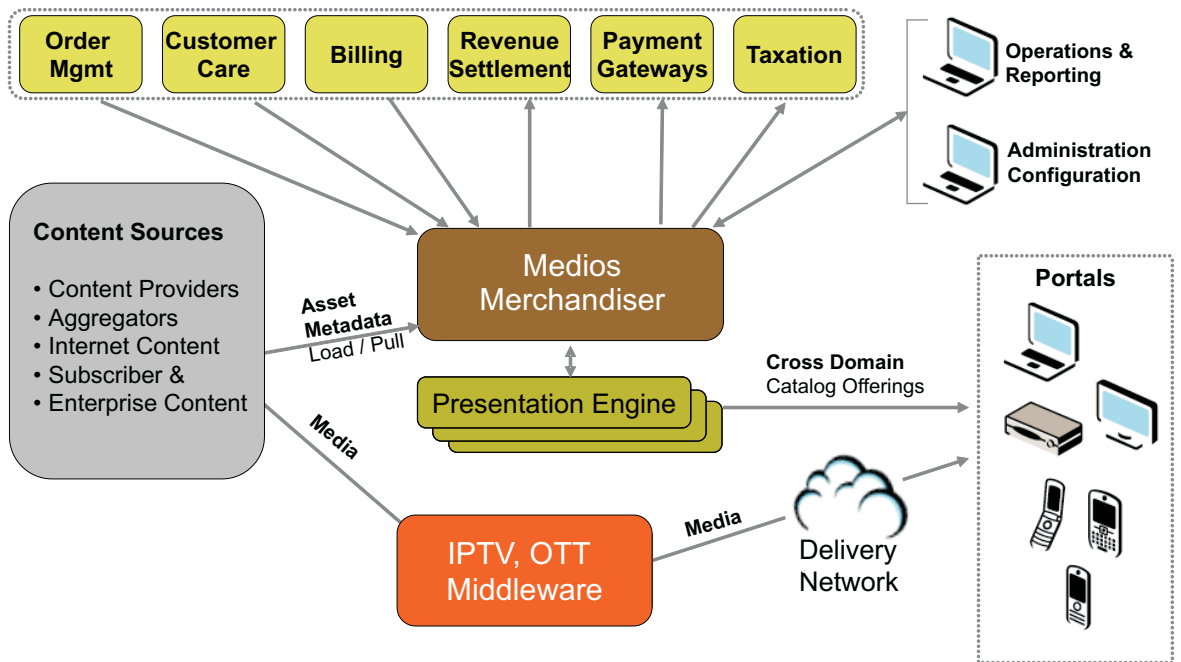
Motorola's Medios Merchandiser is a game-changing platform for IPTV's Three-Screen Personalization and Multimedia Bundling Needs. It brings relevant, targeted content to your consumers with custom bundling capabilities across TV, web, and mobile — increasing your revenue opportunities and ROI and lowering your operational costs.

Field-proven and Flexible

The flexibility empowered by Motorola's Medios Merchandiser extends to content and pricing of assets — including VoD and music — across the TV, web, and mobile units. Capitalizing on Motorola's legacy of deep service provider knowledge and experience, Motorola Medios Merchandiser uses open, standards-based interfaces for integration

with existing telecom hardware and software systems, making it easy to add services and improve efficiencies in network delivery. This helps you bring new services to market rapidly, so they can maximize customer convenience, build subscriber loyalty, reach new markets, and realize new revenue opportunities.

CM-Merchandiser - High Level Architecture



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