



Motorola CCE Content Manager

Enabling Multi-Media Marketing for Cable, IPTV, and Mobile Service Providers

Converged Content Has Arrived

With the commoditization of standard voice and data services, service providers are looking for new sources of revenue. Many are in the process of expanding their services portfolio by adding new offerings like user-generated content and personalized advertisements to enhance their TV, broadband video, and mobile content offerings.

Consumers are presently overwhelmed with the wide variety of offerings available through a myriad of Internet and value-added service providers. While this shift is resulting in rapid availability of new, innovative services, it is becoming increasingly painful for consumers to have business relationships with numerous providers. Most consumers would rather buy their services from a handful of trusted providers who understand their specific needs and interests and deliver these services in a customer-friendly manner.

Service providers have a key asset in their longstanding/trusted consumer relationships. To be successful, service providers must transform their business models and become digital merchandisers who can quickly stock new services and content to profitably exploit market opportunities to broad and niche markets alike. Like their nimble Internet/Web competition, service providers need to constantly refresh their digital inventory and display it prominently across one or more storefronts (TV, Web, or Mobile) along with targeted advertisements, promotions, and other incentives.

The traditional model where content services were delivered to individual devices in a silo fashion (often by multiple providers) has changed. With convergence, blended content and services can be delivered across multiple devices and networks, thus maximizing revenue growth. Service providers are striving to be the landing page for all digital services across all devices. They need to present their users with personalized catalogs and advertisements, and users also need to be able to quickly search, browse, preview, and purchase relevant content on any device for consumption on the same or another device.

The traditional model where content services were delivered to individual devices in a silo fashion has changed. In order to profitably monetize digital content, service providers must embrace a flexible service delivery infrastructure that streamlines the entire digital supply chain, including partner enablement, contextual advertising, branding, and revenue settlement. Ultimately, by exerting more control over the supply chain and the subscriber relationship, service providers will be in a position to deliver differentiated and personalized products that meet customer demand, take advantage of new sources of revenue such as sponsored advertisements, and improve their overall competitive positioning.

DATA SHEET

Motorola CCE Content Manager

New Opportunities and New Challenges

The delivery of content across TV, mobile, and broadband Internet services creates opportunities for a new kind of customer experience and can provide a competitive advantage to service providers. However, it is not enough to just enable a seamless experience that spans across multiple domains. Personalization of the experience is critical to establishing customer loyalty and providing a highly targeted services and advertising environment that can generate the bottom line results needed for a sustainable, long-term business model. Coordinating the specifics about services, subscribers, devices, networks, content partners, and advertisers requires context-sensitive intelligence as part of the converged content management solution. Motorola's Communications Convergence Engine (CCE) is the only proven and scalable solution for adding such capability to a service provider's service delivery infrastructure.

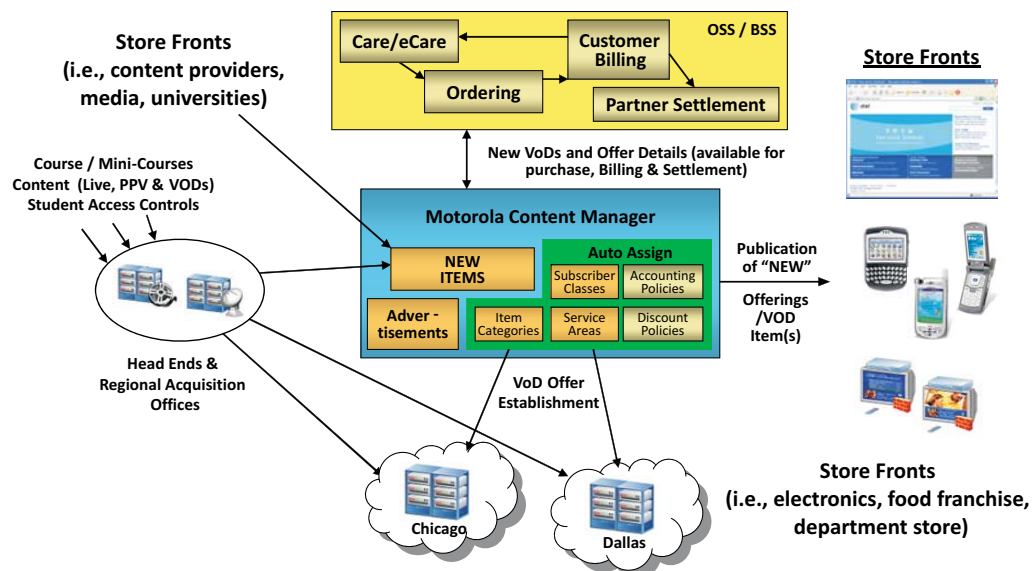
CCE Content Manager Overview

Motorola's CCE Content Manager is a carrier-grade platform designed to help manage and deliver any content, anywhere and on any device. It allows operators to package a wide variety of multimedia content including live TV channels, Video on Demand (VOD), and other premium broadband and mobile content such as music videos, games, and applications.

CCE Content Manager presents service providers with a comprehensive suite of management functions aimed at maximizing the revenue potential of content services. By offering tremendous flexibility in differentiating subscriber offerings, enhancing the level of personalization, and simplifying the end-user experience, the platform helps foster increased customer acquisition and retention.

By providing a breakthrough combination of sophisticated functionality that enables user-specific content packaging, targeted promotions, and context-sensitive advertisement campaigns, CCE Content Manager is a powerful tool that will not only help service providers manage the complete subscriber experience but also open up new revenue opportunities. With Motorola CCE Content Manager, service providers can control multiple storefronts across TV, PC, and mobile interfaces to deliver a branded user experience that makes it easy for service providers to offer coordinated marketing across all three screens.

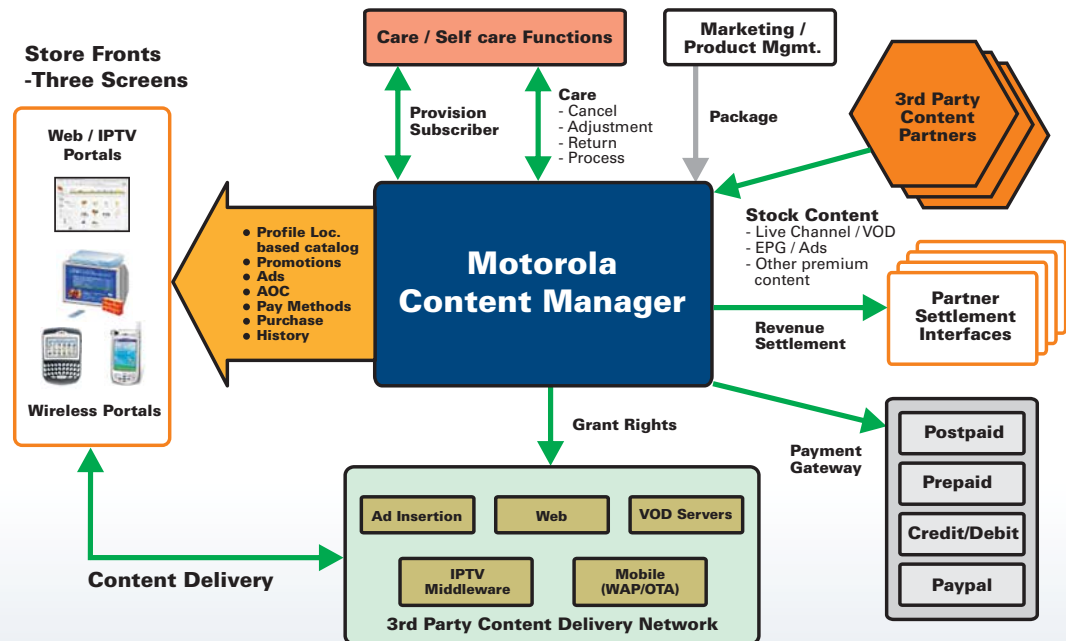
Coordinated Marketing Across Three Screens



Key Benefits for Service Providers

- **Rapid Content Offering Expansion.** CCE Content Manager empowers a fully electronic content supply chain for acquisition, packaging, and delivery of a wide range of interactive IPTV, time-shifted broadcast TV, VOD, games, and third-party premium content services. Operators are able to integrate content offerings from many content partners in a matter of hours instead of months. CCE provides an extremely flexible content sourcing model that includes support for user-generated content as well as community-based content (e.g. for enterprises and universities). Automated revenue share interfaces further streamline the handling of third-party content, with full reconciliation reporting and revenue-leakage prevention.

- Personalized Subscriber Experience.** Motorola's solution provides the unseen foundation that enables service providers to control multiple storefronts across all three screens (TV, PC, and mobile) and deliver a streamlined, branded user experience that makes it easy for consumers to navigate, browse, search, and consume content. The content catalog rendered on the storefront portal is customized and tailored based on the individual subscriber's profile and preferences as the subscriber navigates from one page to another on the storefront portal. This separation of the portal from backend content management provides ultimate flexibility and helps ensure that consumers experience the convenience of a unified yet highly personalized storefront and enjoy fast and efficient interactions with their provider.
- Seamless Storefront Experience.** CCE Content Manager separates and insulates front-end browsing and purchasing functions from back-end fulfillment operations. As a result, service providers can offer subscribers the ability to modify subscriptions, specify personalization options, and make content purchases via multiple storefronts, including IPTV, Web, and mobile portals. This also allows the subscriber to purchase content by selecting one of multiple payment options managed centrally as part of a subscriber profile (i.e. credit/debit cards, monthly bill, PayPal, or bonus reward points) across all storefronts. In addition, unique cross-platform capabilities allow for content to be purchased on one device and accessed on another.
- Subscriber-Centric Offers and Promotions.** With a wide variety of options for organizing content packages, defining price plans and associated accounting/discount policies, and providing relevant advertisements, Motorola's CCE solution enables operators to create multiple offers and promotions for targeting niche market segments. With regional pricing, prepaid service, subscriber-class based billing, purchase history, and multiple membership levels, operators can react quickly to market conditions, offer relevant packages, and give incentives to subscribers via discounts, coupons/gifting, and reward programs. An Advice of Charge (AoC) function also provides browse-time pricing based on a subscriber's price plan, applicable discount policies, and purchase history.



- Targeted Advertising.** Advertisers and marketing agencies are currently devising new approaches to advertising that take advantage of all three screens. While targeted advertising is expected to be a major revenue producer for service providers in the near future, it could also turn off subscribers if not handled properly. CCE Content Manager's powerful capabilities allow service providers to provide a positive end-user experience and monetize the following advertising-related opportunities:
 - Context Sensitive Advertisements.** Motorola's intelligent infrastructure provides tools for marketing and product managers to create and control targeted ads based on specific subscriber profiles, demographics, geographic/market areas, or purchase history. As a result, service providers can offer different advertisements on the storefront based on subscriber profile, subscriber memberships (e.g. personalization options to Sci-Fi, astronomy, or home building), geographic/market area, or purchase history. Subscribers in Chicago will therefore see different local ads compared to subscribers in

Dallas. Operators can leverage the unique subscriber relationship and the dedicated customer attention for cross-selling/up-selling content and off-net goods, as well as for opening new revenue sources, such as sponsored ad revenue.

- *Local Advertisements.* Local advertising can be slotted for on-demand videos and for live channels by interfacing with ad insertion systems. This adds a whole new dimension of personalized advertisement capability. Targeted ads can be inserted for the same content based on subscriber profile and/or location, even to the extent that within the same household a parent watching TV in the living room might see ads for a local car dealer while a child watching the same program in his/her bedroom could see an ad for a local amusement park.
 - *Sophisticated Advertising Campaigns.* Service providers can design sophisticated advertising campaigns for targeting niche subscriber demographics and gain the capabilities to schedule and send e-mail/SMS notifications about upcoming promotions. CCE Content Manager can interface with third party recommendation engines to provide the necessary information for marketing or product managers to design new campaigns and also measure the success of campaigns by collecting metrics about subscriber actions and revenues generated against each campaign.
- **Stay In Control.** Motorola CCE is a highly flexible solution that enables a wide range of application platforms, vendors, and technologies with open interfaces for supporting third-party content acquisition systems, content delivery networks, and billing systems. This helps reduce an operator's reliance on proprietary solutions, simplifies implementation, allows for the acquisition of a broader range of multimedia content, and lets providers rapidly adapt to emerging market dynamics.
 - **Expand Your Business Model.** Motorola's solution is designed to support both wholesale and resale business models and provides delegated views to support multiple resale channels. By leveraging the capabilities offered by CCE Content Manager, resellers can create unique offerings tailored towards the needs of their own subscribers (e.g. by including exclusive content and advertising) and no longer remain limited to reselling the exact same services offered by the wholesale operator.
 - **Future-Proof Your Service Platform.** Motorola empowers operators to move beyond basic service offerings and deliver differentiating services which integrate communications and entertainment applications. CCE Content Manager can be deployed with other parts of Motorola's CCE product family to provide fully blended triple/quadruple play service offerings across voice, video, data, and mobile delivery channels. Motorola is focused on continually improving and refining its solutions, and service providers can rest assured that Motorola's CCE solution will remain on the leading edge of digital service delivery.

Summary

Motorola's CCE Content Manager is a robust, carrier-grade content management platform that enables service providers to become "digital merchandisers" and efficiently monetize converged content and associated advertising revenue opportunities. The solution is designed for operators who want to offer attractive TV, mobile, and broadband content services across all devices. It enables service providers to be the preferred and trusted merchant for all digital services. By leveraging the experience we've gained as a result of numerous commercial deployments, Motorola ensures that CCE Content Manager will enable operators to deploy converged content services quickly and begin generating revenue immediately.



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