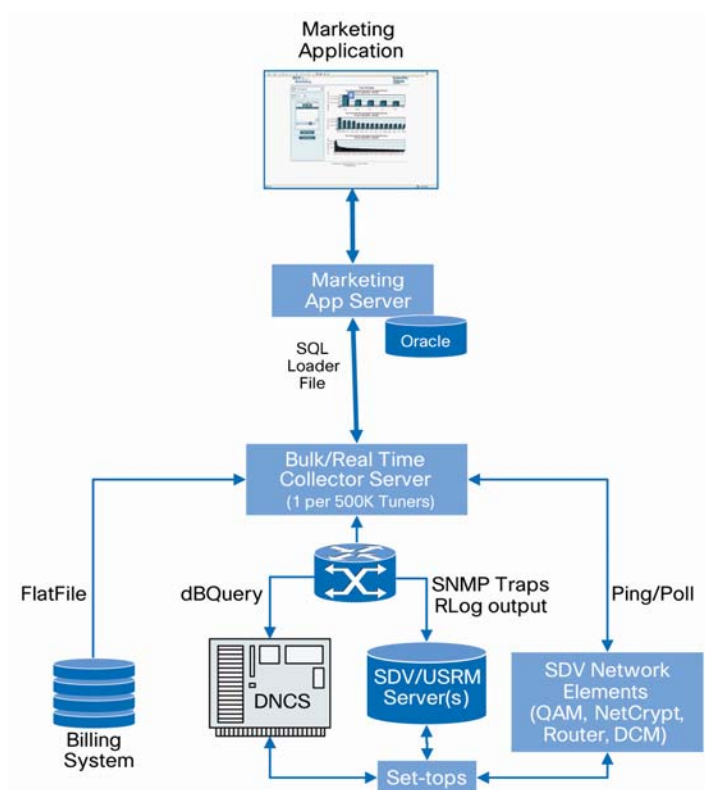


Channel Viewership Analyzer

The Channel Viewership Analyzer (CVA) application provides minute-by-minute viewership for all responding set-top boxes in a customer's system. The user interface displays the data by hub and by channel. Viewership data allows users to identify, analyze, and utilize the "long tail" channels within their Switched Digital Video (SDV) platform. Viewership details are also valuable for programmer negotiations and advanced advertising efforts. Customers know what their viewers are watching and when.

Channel Viewership Analyzer application requires a Bulk/Real-Time Collector Server.

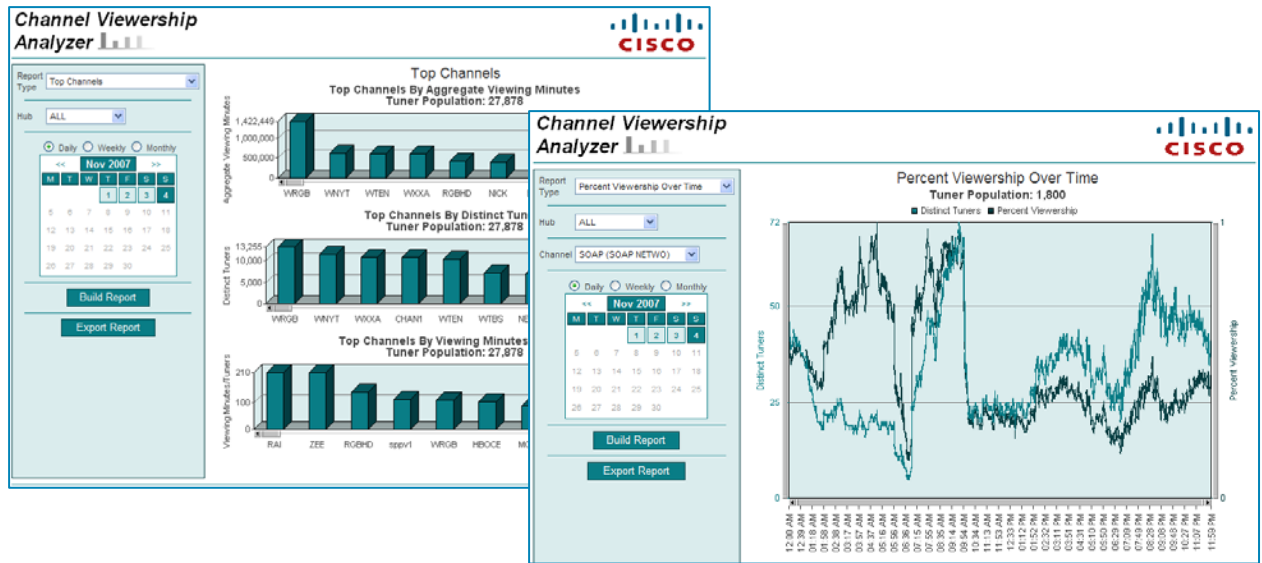
Figure 1. Architecture Diagram



Features

- Leverage viewership data gathered by SDV servers to provide aggregate and hub level reports
- Tuner vs. Digital Home Communication Terminal (DHCT) level of detail
- Report set includes
 - Channel rankings by aggregate viewing minutes
 - Distinct viewers by channel by minute
 - Percent viewership by channel by minute
 - Top programs (based on average viewership minutes)
- Tabular views of all reports are easily exportable to Excel

Figure 2.



Benefits and Operational Usage

- Viewership patterns by specific channels support efforts to determine which channels to move in or out of a switched digital platform
- Channel viewership volume provides specific information that can be utilized in programmer negotiations
- Minute-by-minute viewership patterns by demographic area to determine advanced advertising opportunities

Ordering Information

Table 1. Ordering Information

Part Number	All SDV Operational Support Applications
4023082	SDV Collector (software only)
4023086	SDV Real-Time Collector (software only)
4017654	Hardware Server for Channel Viewership Analyzer
752643	On-site Installation of SDV Support Applications (covers Collector and one application)
755099	Annual Maintenance for each Standard Edition Application

Cisco Services

Using the Cisco Lifecycle Services approach, Cisco and our partners offer a broad portfolio of end-to-end services to support Cisco Operations Support Systems Applications. These services are based on proven methodologies for deploying, operating, and optimizing Switched Digital Video applications. Initial planning and design services, for example, can help you meet aggressive deployment schedules and minimize network disruption during implementation. Operate services reduce the risk of communications downtime with expert technical support, and optimize services enhance solution performance for operational excellence. Cisco and our partners offer a system-level service and support approach that can help you create and maintain a resilient, converged network that meets your business needs.

For More Information

For more information about Switched Digital Video applications and services, contact your local Cisco account representative or visit http://www.cisco.com/en/US/products/ps9119/Products_Sub_Category_Home.html.



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