

Cisco Videoscape Advertising Management



GROW REVENUES BY EXTENDING ADVERTISING TO NEW SCREENS AND SERVICES

What Is the Value of Cisco Videoscape Advertising Management?

To support any next-generation video service – cloud-based digital video recorder (DVR), multiscreen “TV everywhere,” time-shift TV applications, and more – you need to integrate your existing zoned advertising and advanced ad decision management systems. Without the ability to extend critical advertising revenue streams to these new applications, they cannot generate the return on investment you want; in some cases, they might not be viable at all.

Cisco Videoscape™ Advertising Management, part of the Cisco® Videoscape™ Control Suite (VCS), gives you all the tools you need to integrate your current advertising sales and distribution systems into new multiscreen video services. However, Cisco Videoscape Advertising Management goes even farther. It provides new tools to increase ad revenues, deliver more relevant ads over more channels, and increase the value of your content and advertising inventory.

What Problems Does Cisco Videoscape Advertising Management Solve?

To maximize ad revenues from your valuable content and services, you need to:

- **Expand advertising reach** by extending linear advertising systems to new devices and services, including both traditional QAM devices and new IP platforms
- **Increase revenues** by substituting fresh ads in DVR and video on-demand (VOD) content viewed several days after the original air date
- **Support both unicast/multicast and adaptive bit rate (ABR) delivery models**, with efficient on-the-fly creation and delivery of tailored manifest files for each ad zone and service
- **Offset capital investment in new multiscreen services** such as cloud DVR and TV everywhere by generating new advertising revenues from these services
- **Provide a platform for more dynamic and personalized multiscreen advertising** in the future

Extend Ad Infrastructure to New Screens and Devices

Cisco Videoscape Advertising Management provides the core capabilities you need to integrate any next-generation video service with your existing advertising sales and distribution model. Using intelligent Cisco VCS control plane technologies, you can extend zoned linear advertising to multiple consumer devices (PCs, mobile devices, gaming consoles, and so on) and to new cloud-based video offerings. The solution lets you support advertising over conventional MPEG2 services, IP multicast services, ABR services, and more, with common solutions across a unified control plane.

At the same time, Cisco Videoscape Advertising Management provides a powerful platform for more dynamic advertising capabilities. These include:

- **Recapturing Ad Revenues from Recorded Content:** In most cases, advertisers won't pay for ads displayed outside a certain window from a program's original air date. Effectively, this means that much of the advertising shown on DVR-recorded content – and even on demand – is not generating revenue. Cisco Videoscape Advertising Management lets you substitute fresh ads in recorded programs, reselling ad inventory that otherwise would go to waste.
- **Providing More Advanced and Addressable Ad Substitutions:** Based on your knowledge of subscriber location, device, and behavior across all of your video services, you can gain valuable insight to substitute more relevant – and valuable – ads. For example, imagine a subscriber watching a recorded program on her DVR who pauses the show and then resumes from her smartphone at the gym. You can use the subscriber's new location to provide a more relevant ad substitution, such as ads for a restaurant on her way home.
- **Sell More Local Ads:** Dynamic advertising capabilities across multiple platforms mean more opportunities to sell and distribute more profitable localized advertising.

Cisco Videoscape Advertising Management Elements

Cisco Videoscape Advertising Management includes:

- **Ad Decision Manager:** The Ad Decision Manager works in close conjunction with the Manifest Manager to extend your existing ad decisioning intelligence to new IP devices and ABR services.



- **Manifest Manager:** This element provides the capabilities to create unique manifest files for a given piece of content or subscriber combination, allowing you to insert the appropriate ad for each advertising zone, video service, bit rate stream, and so on.
- **Zoned Ad Substitution Builder:** This element provides the core capabilities you need to substitute national ads for ads targeting specific (fully configurable) ad zones across all of your IP-based video services.

All of these elements integrate with your existing internal and third-party ad decisioning and campaign management systems, including both traditional linear advertising and web- and cloud-based ad systems.

Business Benefits

- **Increase revenues** by expanding ad inventory and extending ads to new devices and services
- **Reclaim lost revenue opportunities** by substituting new revenue-generating ads in recorded content
- **Offset the costs of rolling out new multiscreen video services** by generating new incremental ad revenues
- **Gain powerful intelligence** across all of your subscribers' screens and services to support new dynamic ad models in the future

Why Cisco?

Delivering new multiscreen video services is essential to keep customers loyal and engaged. Too often, new services such as TV everywhere are seen as "table stakes," investments that you have to make to remain competitive. But they can be much more.

Cisco Videoscape Advertising Management gives you the comprehensive control plane capabilities you need to extend your existing advertising systems across all of your new and legacy video services. Even more important, they provide a powerful foundation to exploit new advertising models and opportunities and generate significant new revenues from your next-generation video offerings.

For More Information

To find out more about Cisco Videoscape Catalog Management and the Cisco Videoscape Control Suite, contact your local Cisco representative or visit <http://www.cisco.com/go/videoscape>.