



Cisco Videoscape Advertising Suite

Localize, Connect and Monetize Your Content



What You Will Learn

The Cisco Videoscape™ Advertising Suite is a comprehensive offering that makes targeted advertising content and accurate measurements possible. With these capabilities, digital content providers can offer advertisers and media buyers measurable, targeted, and interactive advertising on their video content. In addition, they can seamlessly target their viewers with local content. The components of this end-to-end Cisco solution can be integrated with content and service providers' existing systems.

The Challenge

There is clear evidence showing that multiscreen and on-demand video advertising will begin to take an increasing share of TV advertising budgets as viewers spend more and more time on online viewing. As mobile, tablet, and connected TVs proliferate, so, too, will the opportunities and techniques for video advertising. Not only will on-demand, online video advertising grow faster than the linear TV ad spend, but it will also begin to move budget from the linear broadcast model to online, as brands and agencies get comfortable with the addressability, ease of sale, delivery, and measurement techniques which are far more advanced than the traditional broadcast models.

Even if TV ad spend remains robust and retains its primacy as the premier branding medium, the techniques it offers to advertisers and agencies are bound to impact linear TV advertising. These techniques include improved targeting and addressability, customization, semi-automated creative (eg multiversions), online selling and brokerage (which will reduce wasted inventory), ad operations, and delivery. Very significantly, they also include measurement and analytics.

Cisco provides a number of solutions for the analysis and measurement of advertising content, from set-top box (STB)-based audience measurement to support for third-party clients and network data aggregation. We work with a number of global partners to provide the core measurements required to support a trading currency for advertising.



The Opportunity for Service Providers

Advanced addressable advertising gives service providers the opportunity to more effectively monetize their current advertising inventory, making the most of existing advertising inventory and creating new opportunities. These opportunities include:

- Direct revenue from ad sales of service providers' own inventory across all devices
- Audience segmentation, allowing delivery to higher-value demographics and opening up inventory to new advertisers
- Share of advertising sales revenue proportional to audience delivered to or made possible by the service provider, for example, to companion devices
- Advertising sales revenue in the context of channel carriage deal negotiation
- Advertising sales revenue in the context of on-demand content acquisition and delivery
- More advertiser-relevant subscriber data and viewing data

The Cisco Videoscape Advertising Suite

The Cisco Videoscape Advertising Suite lets service providers monetize new platforms and services by extending their existing business models using industry standards.

- The suite provides a collection of tools and applications for the management, delivery, and measurement of advertising content
- It provides capabilities that can enhance existing advertising business, such as addressable advertising delivered by broadcast to a digital video recorder (DVR)
- Cisco customers can take advantage of new platforms and services for multiscreen advertising for linear and nonlinear content over one-way and two-way networks
- Cisco measurement and analytics tools provide deep consumer insight, allowing you to track and predict behavior

The suite includes advanced advertising solutions offering service providers, pay-TV operators, and advertisers more precise tools that can help increase revenues and opportunities. This suite includes the following components:

- Multiplatform Advertising makes addressable advertising an integral part of the viewing experience across multiple screens, providing a targeted advertising capability for over-the-top (OTT) and managed services
- Addressable Broadcast advertising delivers targeted advertising from a local DVR, substituting the broadcast advertisement for one that is more relevant to the viewer, providing regional and demographic addressability. This capability is available in subscribers' homes or may be deployed at a local headend
- Audience Measurement System measures viewer interaction with TV content, advertising, and advanced services
- Electronic Program Guide (EPG) Advertising allows pay-TV operators to place ads in multiple, easily configurable ad zones in the EPG, which is the central hub subscribers use to access all digital TV services
- Interactive Advertising enhances advertising, allowing different types of viewer interactivity, including contextual and companion applications and content

Measurement

Measurement is crucial for all advertising, because it provides a foundation for creating a common currency, which is required by all parties when trading advertising inventory.

Cisco's experience in providing audience measurement solutions means we not only measure standard delivery metrics (with our network and delivery analytics) but also capture the specific data and information required for advertising trading. Cisco partners with many independent measurement and analysis organizations worldwide, including Nielsen in North America and BARB in the UK, which helps ensure that our measurement tools provide industry-standard information, as well as providing deeper insight for the service provider.



The Need for Openness

As the number of devices and applications increases, and as customers opt to use their own devices, it becomes ever more critical to use open standards and technologies to deliver a multiscreen viewing experience. The adoption of open technologies by our customers and the need to make legacy systems accessible are major factors in:

- Promoting interoperability between different devices and applications
- Delivering consistent and compatible experiences and interfaces
- Supporting compatibility across multiple vendors

Cisco supports the key standards in this area and is involved in many of the relevant standards bodies. We can also provide support and advice to help ensure that legacy systems can work with and support new services.

The Cisco Advantage

Cisco has significant expertise in the multiscreen video market and in measuring the viewing of programs and TV commercials on a wide range of channels, platforms, and companion devices. We are leading the way in multiscreen delivery, working with many of the major service providers in North America and worldwide. Cisco Videoscape advertising solutions will give service providers and broadcasters the capabilities they need to meet today's challenges and provide a firm foundation for the future, including:

- Multiscreen advertising across all devices and services
- The ability to measure and analyze viewing data from all devices and applications
- Unified campaign management from a single user interface, delivering efficiency
- Design that provides a consistent user experience optimized for each device
- Industry-leading partnerships
- Support for a consistent user experience optimized for each device



For More Information

For more information about the Cisco Videoscape product portfolio, visit: www.cisco.com/go/videoscape



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Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

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