

ACCENTURE  
VIDEO  
SOLUTION

# PLATFORM FEATURES



# WELCOME

Engage your users, manage content, monetize services and continuously monitor quality and performance: our modular platform can help you to achieve your goals by driving success in every aspect of your video business.

Take a journey through AVS and learn about the platform's key features in the following pages.

## CONTENT

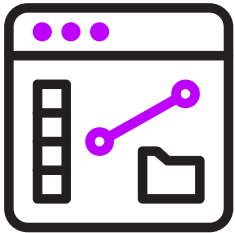
- ▶ Customer Interaction Features
- ▶ Video Service Management Features
- ▶ Content Management and Packaging Features
- ▶ Video Service Operations Features
- ▶ End User Features

# CUSTOMER INTERACTION

Deliver data-driven, unique and cost-effective experiences that can be adapted at speed using our multi-device User Interface Builder

# USER INTERFACE BUILDER

**Dynamic, server-driven user interfaces and user experience configuration on any application.**



- Menu definition
- Page composition
- Definition of on-click actions
- Micro service inventory orchestration
- Editorial collection of assets
- Performance optimization settings (eg. maximum content numbers)
- Tailoring experience by device platform (eg. iPhone)
- Tailoring experience by user cluster (eg. action lovers)
- Tailoring experience by region (eg. Northern Indian)

# DATA-DRIVEN PERSONALIZATION

**Tailored end user experiences delivered utilizing the Accenture Video Analytics data layer.**



## BUSINESS REPORTING & SEGMENTATION

- User access (eg. login/logout)
- User registration
- Content playback and bookmarks
- Content download
- Commercial package purchasing (eg. SVOD)
- User actions (eg. favorites, rating, search)
- User profile attribute updates
- VOD catalog ingestion
- TV channel ingestion
- TV guide schedule ingestion

## ADVANCED VIDEO ANALYTICS SERVICES

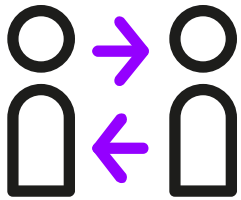
- Foundation data platform supporting multiple data sources
- Central data repository to support marketing, advertising and operational analytics
- Big Data technology
- Analytics library for Android, iOS Javascript for collecting interaction and play data from apps
- Metrics, VARs and Segments

# VIDEO SERVICE MANAGEMENT

Provide a rich set of video features and interfaces and rapidly configure and deploy a digital video service to market with a micro-service, web-scale platform

# MULTIMEDIA SERVICE DELIVERY PLATFORM (1/3)

**Comprehensive user rules management and sales options with the AVS CRM and Commerce Console.**



## CUSTOMER MANAGEMENT

- Master/sub account profile management
- Account blacklisting (eg. deny access)
- Content consumption restriction
- Parental control settings for VOD and live (eg. PIN, level, extended ratings)
- Device policy assignment
- Account profile editing (eg. address, mail, phone)
- Payment data and logs
- Third party service subscription management (eg. newsletters)
- Account custom attribute configurations (eg. favorite sport)
- Purchase PIN management and reset
- Remember purchase PIN
- Data retention policy
- Consent management
- Right to be forgotten
- Right to access
- Data Privacy control on log data according to customer consents

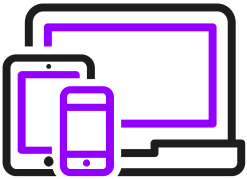


## COMMERCIAL AND PROMOTIONAL

- Commercial package creation and configuration
- Commercial package compatibility rules
- Voucher management (SVOD/TVOD)
- Trial period management
- Multiple business model application, pay or advert-based (eg. S/T<sup>VOD</sup>, AVOD, hybrid)
- User group definition
- TVOD pricing configuration based on transaction rate card
- Price discount on recurring and not-recurring price elements
- Promo rules based on user type and commercial packages
- Priority and promotional cycle definition
- Broadcast Pay Per View

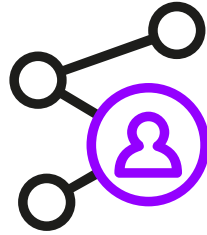
# MULTIMEDIA SERVICE DELIVERY PLATFORM (2/3)

**Comprehensive user rules management and sales options with the AVS CRM and Commerce Console.**



## DEVICE MAINTENANCE

- Device policy rules by account
- Safety period configuration and reset
- Maximum number of devices by device platform
- Device model inventory (eg. vendor, model)
- Device whitelist/blacklist
- Convergent device management
- STB software updates
- STB resource controller



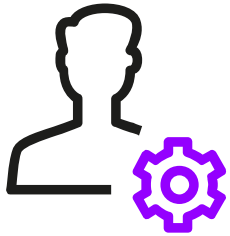
## REGION AND CHANNEL MANAGEMENT

- Physical and virtual region tree definition
- Region activation/deactivation
- Management of regional attributes (eg. province)
- Channel association to regions and sub-regions
- Channel attribute management (eg. no advertising, extended metadata, adult content)
- Channel alerts system configuration
- Sports event black-out management
- Channel recording settings (eg. individual/shared copy)
- Channel start-over/timeshift configuration
- Channel catch-up TV configuration
- Channel unicast/multicast configuration
- Definition of channel availability by platform (eg. Android devices)
- Channel activation/deactivation
- Linear channel and EPG metadata convergence



# MULTIMEDIA SERVICE DELIVERY PLATFORM (3/3)

**Comprehensive user rules management and sales options with the AVS CRM and Commerce Console.**



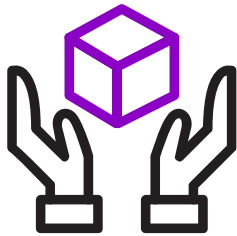
- Configuration of system parameters
- Business continuity settings
- Configuration of nPVR service parameters
- Configuration of VAST advertising tags
- Configuration of custom system attributes
- Platform definition and management
- Management of video types for content quality settings
- Operator profiles (eg. admin) and rights management (eg. only view)
- Configuration of payment method (pre-paid/post-paid)

# CONTENT MANAGEMENT & PACKAGING

Prepare, organize and manage the content catalog seamlessly with a digital asset and metadata management system

# CONTENT MANAGEMENT SYSTEM (1/2)

Seamless content catalog creation, organization and management with the AVS Digital Asset and Metadata Management System.

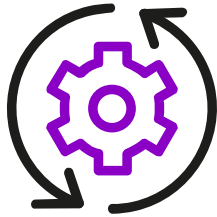


## CATALOG AND CONTENT PACKAGING

- VoD and live catalog structure definition
- Multi-tenancy support
- Content asset grouping into bundles (eg. collections) and groups of bundles (eg. series grouping)
- Content programming within catalog categories
- Chapter and scene definition
- Extra content linking (eg. trailers)
- Content availability (device, time window)
- Multiple content qualities (eg. SD, HD, UHD)
- Multiple content languages and subtitles
- Custom content metadata definition
- Search content by attributes (type, rating, language, genre, publishing date, scenes, chapters, platforms, country)
- Personalized search and reports
- Ad server configuration for content advertisements
- Asset history tracking

# CONTENT MANAGEMENT SYSTEM (2/2)

Seamless content catalog creation, organization and management with the AVS Digital Asset and Metadata Management System.



## TRANSCODING AND SETTINGS

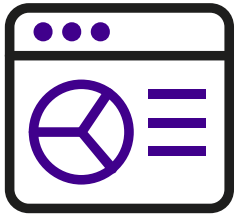
- Content transcoding for different bandwidth profiles (eg. from 250 kbps to 7 mbps) and formats (eg. DASH)
- Job status and encoding activity monitoring
- Content publishing on CDN
- Digital rights management encryption (eg. PlayReady, Widevine)
- Automatic and manual importing of content metadata
- Source and destination folders access configuration (Aspera support)
- Device platform definition (eg. iPad)
- Thumbnail rules management
- Operator profiles (eg. admin) and rights management (eg. view only)
- Integration with Encoding.com Cloud Transcoding Service

# VIDEO SERVICE OPERATIONS

Measure and manage end-to-end service continuity and the user experience with a centralized platform monitoring solution

# VIDEO SERVICE OPERATIONS (1/3)

End-to-end service and user experience continuity management through the AVS Command Center.



## EXECUTIVE DASHBOARD

- Executive summary of service availability (eg. VoD, Live)
- Executive summary of infrastructure components and technical modules (eg. database, cache, API Gateway, Microservices)
- Real-time user traffic (eg. number of users, TPS)



## MONITORING

- Monitoring of content availability, accessibility and streaming (VoD and live)
- Platform status overview (eg. TPS analysis, API request volume, concurrent content playback)
- Service interface status by device application (eg. Android)
- Overview of infrastructure components and technical modules by server CPU, memory, disk and load analysis
- Content indexing for search statuses
- Alerts and notification monitoring

# VIDEO SERVICE OPERATIONS (2/3)

End-to-end service and user experience continuity management through the AVS Command Center.



## DIAGNOSTICS

- Application diagnostics (geolocation, traffic load, users, response time and error map)
- Service diagnostics (error/success response analysis)
- User diagnostics (access, playback and TPS)



## PERFORMANCE

- Service interface performance and errors (users, playback and catalogs)
- Content duration publication performance
- Database connection performance and transaction health

# VIDEO SERVICE OPERATIONS (3/3)

End-to-end service and user experience continuity management through the AVS Command Center.



## ALERTS

- Service and infrastructure alerts (eg. CPU utilization and latency)
- Interface and database notification alerts
- Alert analysis (eg. severity, category)



## SOCIAL SENTIMENT ANALYSIS

- Post volume and text analysis
- Content satisfaction trends
- Social impact (gender, channel and location)

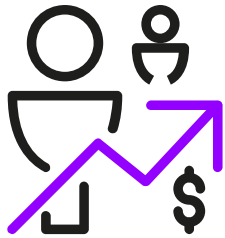


# END USER FEATURES

Delight customers with video experiences that exceed their expectations and they will make you king

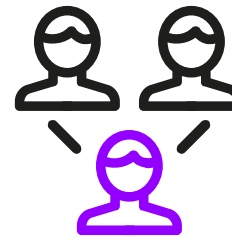
# END USER FEATURES

**Pre-integrated, engaging and on-trend functionalities that enhance the user experience.**



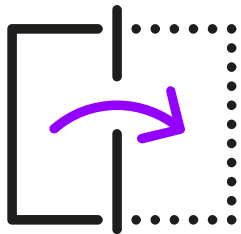
## VALUE ADDED FUNCTIONALITIES

- Personalized UIs
- Content recommendations
- Series, collection and bundle management
- Social network integration



## USER EXPERIENCE FUNCTIONALITIES

- Linear TV and EPG
- Video on demand
- Catch up
- Network PVR/start over
- Pinboard
- Vouchers
- Self-care and device management
- Download and go
- Broadcast pay per view



## COMPANION FUNCTIONALITIES

- Shared bookmarks, favorites, purchases
- Companion devices
- Advertising
- Reminders

# ABOUT ACCENTURE

Accenture (NYSE: ACN) is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialised skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 401,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at [www.accenture.com](http://www.accenture.com)