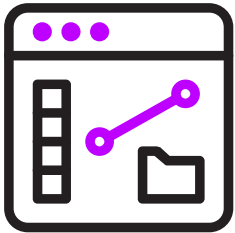


ACCENTURE
VIDEO
SOLUTION

CUSTOMER INTERACTION FEATURES

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

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