

ACCENTURE
VIDEO
SOLUTION

END USER FEATURES



WELCOME

Engage your customers with innovative features and functionalities to retain and expand your audience, strengthen your brand and drive monetization.

AVS is built around its users.

- Keep them watching with differentiated video experiences and build brand loyalty with thrilling features.
- Unlock monetization opportunities with our emphasis on data-driven user personalization.
- Discover the power of AVS and take a journey through the user interface by clicking on the tablet.

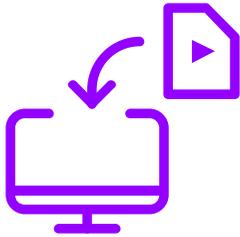


TAKE A VIDEO TOUR
of the AVS User Interface



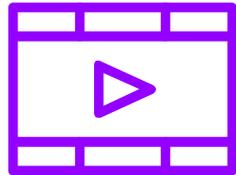
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User experience functionalities - 1 of 1



Linear TV and EPG

AVS supports live TV unicast streaming on any video format – such as Apple HLS, MPEG-DASH, and Microsoft Smooth Streaming Adaptive Bitrate (ABR) protocols – providing a seamless user experience over mobile, Wi-Fi and fixed IP networks, irrespective of bandwidth. Linear TV streaming is also enabled over IP multicast networks, providing fast channel changes between digital TV channels. AVS supports different video quality standards, including standard definition (SD), full HD, UHD and 3D, based on flexible profiles which can be defined on an easy-to-use configuration console. The platform also includes an integrated metadata ingestion solution for rich TV guide navigation, which can be filtered by time, channel or program, with extensive features such as real time programming updates and high quality video catch-up playback on any enabled device.



Video On Demand

AVS Video on Demand (VoD) enables anytime access to video content on all enabled devices, allowing users to play, pause, fast-forward and rewind content, and jump straight to specific scenes or chapters of interest. AVS provides complete multi-language support, enabling users to select a language for content metadata, subtitles and audio whilst they are viewing content. Users can also stop a video and return directly to the same point at a later time, from any device. Easy browsing is facilitated through a search tool and a flexible multi-level catalog structure, and users can view movie synopses and video trailers prior to purchasing content. Any commercial option can be enabled, such as subscription VoD, transactional VoD, free VoD and advertising VoD, or any combination of these.

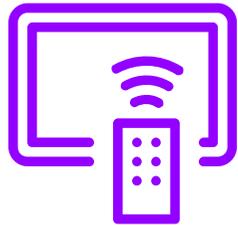
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User experience functionalities - 2 of ' 2



Catch Up

Catch Up TV is a network-based TV archive option that enables viewers to watch linear TV channel programs that have already been aired. Users can access Catch Up TV content either through a historical EPG or a dedicated TV of Yesterday section. Content is then streamed ondemand through the network VoD server.



Network PVR/Start Over

AVS Network Personal Video Recording (nPVR) is a digital, cloud-based solution that allows users to access a comprehensive set of capabilities, including scheduling concurrent recordings both via the EPG and whilst watching a program, playing the recorded content, viewing their list of recordings, and managing storage quotas and retention. AVS Start Over TV enables users to jump directly to the beginning of a TV or radio program that has already started. The nPVR functionality supports both shared and private video recording in line with local regulations.



Pinboard

The AVS Pinboard feature enables users to organize their favorite content, recordings, and ondemand videos on a dedicated wall. Easy-to-use pinboards and folders facilitate user navigation and access to relevant content, which can be organized into playlists and viewed sequentially.

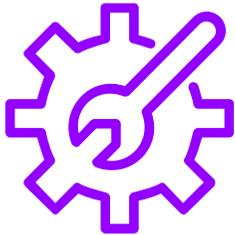
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User experience functionalities - & of '



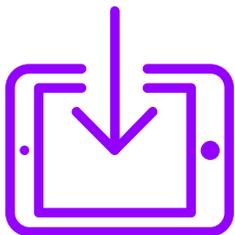
Vouchers

AVS provides voucher management that enables operators to advertise their digital video services and extend their commercial offerings. Users with valid vouchers can access dedicated promotional content or services on any device, helping to drive user engagement. Flexible voucher configuration enables you to easily modify assets, voucher duration and related rules.



Self-Care and Device Management

AVS self-care is a management section that enables users to control their video experience via a set of actions, including registration, and attributes such as payment method, service subscriptions (e.g. newsletters) and parental controls. It also allows users to view their purchase history or upgrade their content package. Based on device policy, operators can define rules that enable concurrent service access and content consumption, further enriching the commercial offer and end user flexibility.



Download and Go

Download and Go allows users to download videos to their devices and play content offline, with a smooth viewing experience that is guaranteed through content protection and rights management mechanisms. Operators can manage an extended set of configurations such as maximum download limits and validity periods for items once downloaded and after first playback.

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User experience functionalities - 4 of 4



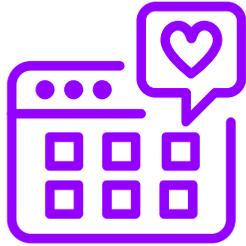
Broadcast Pay Per View

AVS supports broadcast pay per view (PPV), which has been introduced as a new way to monetize linear TV content. Content providers can choose to nominate certain channels as PPV, and apply one of two commercial models:

- **All Day Movie Ticket (ADMT)** – users purchase a day pass to access content. The pass expires at a fixed time which is pre-configured on AVS. This model works well for movie channels on which content is repeated throughout the day.
- **Variety (VAR)** – users purchase access to individual events, after which the rental expires. This model works well for sports channels on which events tend to be unique and individually saleable.

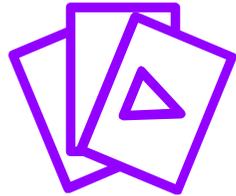
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Value added functionalities - 1 of 2



Personalized UIs

AVS allows dynamic, server-driven configuration of user experience elements on any application (web, iOS, Android, set-top box, gaming console, etc) helping to reduce the total cost of ownership of application evolution on an increasing number of device technologies. AVS manages complex business logic, with the ability to target specific audiences and devices with tailored navigation and featured content. Real time user interface control leverages on insights from data to maximize user engagement and revenue generation.



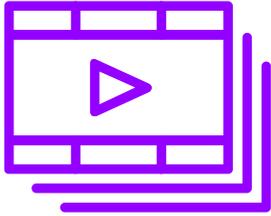
Content Recommendations

AVS provides advanced content discovery, including search and recommendations, leveraging on the ThinkAnalytics Content Recommendation Engine (CRE), a market-leading CRE that is integrated with AVS. Content-to-content, content-to-user and user-to-user recommendations can be generated for linear and on-demand content for both registered and anonymous users, leveraging on configurable business rules such as time of day, language and device type, helping to push content with a marketing bias. A real time, preference-based search facility provides users with personalized search results based on their profile, including factors such as viewing history, purchase history, favorites, ratings and content ratings.



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Value added functionalities - 2 of 2



Series, Collection and Bundle Management

AVS supports editorial-based, transactional-based and subscription-based bundles and groups of bundles. The AVS Bundles feature enables content to be grouped into series, seasons, shows, episodic shows, collections, and collection of collections. Together with additional AVS metadata attributes and content cross-referencing features, this feature helps operators to build an advanced video store.

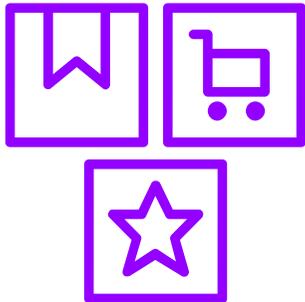


Social Network Integration

AVS is fully integrated with social networks (Facebook and Twitter) enabling users to share content metadata and add comments, helping to increase user engagement and promote the video service through sharing to friends' networks. AVS provides an out-of-the-box, federated sign-in functionality for Facebook credentials.

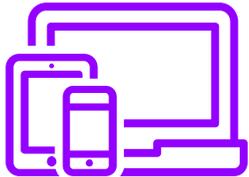
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Companion functionalities - 1 of 2



Shared Bookmarks, Favorites, Purchases

AVS provides a set of companion features that simplify and enrich the user experience. Users can mark videos as favorites and access them directly via a dedicated favorites section, as well as access content on demand. Bookmarks are defined for each subscriber profile, enabling a pause and resume functionality that is synchronized across all devices registered to that account. Purchase management features allow users to pay for subscriptions and services and view a detailed purchase history that includes commercial packages, pricing and payment frequency.

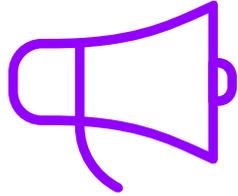


Companion Devices

The AVS Companion Device functionality extends the TV service experience from primary devices, such as TVs or set-top boxes, to companion devices, such as smartphones or tablets. Once devices are synchronized, users can easily access content discovery, including virtual TV remote control; content browsing and selection; cross-content searches and play-to-TV functions on companion devices. To complement the user experience, a synchronized interactive application enables users to view content on a TV screen and receive additional information, for example Twitter posts and Wikipedia entries, on their mobile devices.

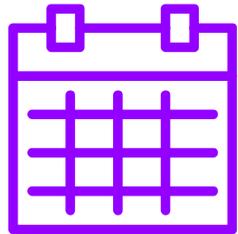
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Companion functionalities - 2 of 2



Advertising

AVS supports multiple business models including Ad-funded allowing to target Advertising campaign based on content consumption context. Targeted advertising features, including campaign planning, trafficking, targeting, inventory management, an advert material factory, advanced video formats, back end frequency capping, yield management, and ad decisioning are also available.



Reminders

AVS enables reminders that can alert users of when content they are interested in will be available in the future, including individual programs, seasons and series, and linear TV programs. Reminders are supported for coming soon, on-demand content, including single movies or TV programs, seasons and series. Reminder notifications engage users and generate a call to action to push content.

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