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
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 (e.g. maximum content numbers)
- Tailoring experience by device platform (e.g. iPhone)
- Tailoring experience by user cluster (e.g. action lovers)
- Tailoring experience by region (e.g. 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
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/TVOD, 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 blackout 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)
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

**COMPANION FUNCTIONALITIES**
- Shared bookmarks, favorites, purchases
- Companion devices
- Advertising
- Reminders

**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
ABOUT ACCENTURE

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