

nABLE

Maximizing Revenue

- **Choice and flexibility**
- **Sophisticated on demand media systems and digital advertising systems**
- **Powerful, scalable on demand management and technical business tools**

Overview

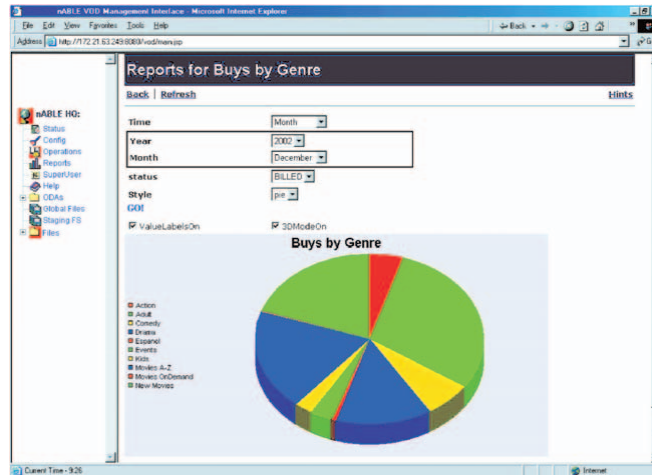
As VOD and SVOD services expand to more and more markets, you need the tools to ensure the profitability of interactive television offerings. nABLE On-Demand Management Systems, from nCUBE, give you the information and management tools you need to achieve maximum revenue from each market. With nABLE, you have real-time visibility into subscriber preferences and behavior and the real-time control to continuously improve the profitability of your offerings and operations.

Enhanced Marketing Efficiency

nABLE On-Demand Management Systems help you enhance your marketing efforts by better understanding your customers needs and behaviors. nABLE puts real-time customer data at your fingertips. You know which products are performing and you can adjust offerings accordingly. Information such as buy rates, customer purchasing patterns, and usage patterns such as trick play are gathered continuously. You can drill down by the day, hour or minute to find out what sells and how buyers are using the content they purchase. For example, if reports show that Action Movie purchases are highest on Fridays and Saturdays, while G ratings sell best on Sunday, you can plan your promotional calendar around those days. If trick play usage data shows that consumers fast-forward a lot during the weeknights, those might be good times to promote shorter features or special-interest programming.

Maximize Revenue

With real-time knowledge of buying patterns, you can target specific customers and markets to increase sales. For example, identify customers who haven't purchased VOD and target them with educational messages or free trials. For customers who utilize VOD frequently, you can identify the most popular titles and genres and promote them to boost sales to regular VOD purchasers. Or, you may find some categories (e.g family or rated G movies) are underperforming and you can promote these categories to increase purchases. With real-time feedback, you can test and improve marketing strategies on the fly. When you see an upward trend, use reporting and analysis to figure out why it's happening and how to keep improving results. Conversely, you may see a downward trend and realtime access to data can help you prevent the downtrend from continuing.



Maximize Profitability

nABLE systems help you to streamline all aspects of your operations and offerings for profitability. System performance reports can be used to fine-tune operations. By monitoring bandwidth constraints or peak utilization periods, you can accurately predict when you may need to increase streaming capacity. Utilize buying trends to accurately plan capacity and predict stream usage as new markets come on line. By identifying top-performing markets and top-selling genres in each region, you can use your system capacity, bandwidth, content purchasing power and advertising dollars to make the most profit from each market and each customer. Over time, by tracking and analyzing what works, you'll develop best practices to raise profitability across markets and make new markets profitable faster.

Additional Reports

Session Charts:

- Session Setup Totals Over Time
- Session Setup Pie Chart By Headend
- Session Setup Pie Chart By Status
- Session Setup Pie Chart By Error Type
- Peak bandwidth Utilization Over Time
- Average Trick Plays Per Session
- Trick Play Activity

Purchase, Revenue, Royalty, Net Revenue, and Royalty/Net Revenue Charts are available for the following categories:

- | | |
|---------------------|----------------------|
| • By Genre | • For a Mac Address |
| • By Provider | • For a Provider |
| • By Rating | • For a Rating |
| • By Video Server | • For a Title |
| • For All Purchases | • For a Vendor |
| • For a Client | • For a Video Server |
| • For a Genre | • For an Asset |

For further details on nABLE capabilities, contact the C-COR Solutions headquarters at 800-654-2823.

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