

# Cross Medium Data Management

Data measurement and operational intelligence are table stakes for today's broadband operators. Concurrent's Media Data and Advertising Solutions (MDAS) portfolio gives operators an end-to-end solution to collect, analyze and distribute usage data; the result is an unsurpassed 360-degree view of the consumer experience.

Concurrent's MDAS portfolio enables the large scale deployment of media data infrastructure solutions and logistics, warehousing and business intelligence technologies. A technology pioneer in media data management, we have a unique expertise in implementing industry standards in database architectures, multi-vendor interfaces, and data transport and exchange mechanisms.

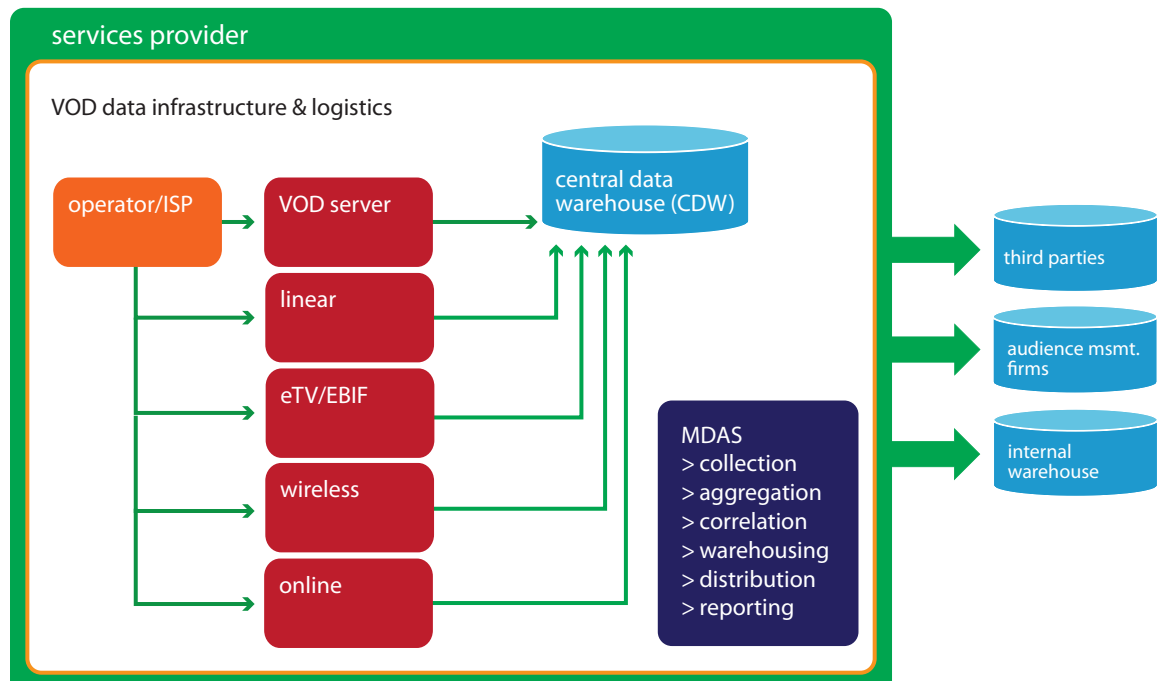
By extending our broadband analytics software to encompass online and wireless video consumption, Concurrent will be providing the first complete, intelligent solution for collecting and correlating data from television, online and mobile viewership. This advanced data management will

allow an operator's marketing, programming, advertising and operations teams to identify new opportunities for revenue growth and subscriber retention while capitalizing on operational efficiencies to reduce expenses.

## Media Data Infrastructure Solutions

Concurrent's media data infrastructure solutions include:

- Industry-leading data collection engines for VOD, linear TV, eTV, mobile and online services
- Central Data Warehouse (CDW) – an enterprise cross-services platform that consolidates media data storage and enables unique cross media data collection



- Open and flexible platforms that integrate with your currently deployed footprint across disparate vendor solutions, and with varying data volumes, infrastructure and resources

#### Data Logistics Services

Concurrent's data logistics services include:

- Industry-leading Video Data & Operations Center (VDOC) services based on our advanced media data management expertise
- End-to-end, turnkey data management services that complement your existing resources and capabilities.
- Media solutions hosting, data collection, aggregation, auditing, certification, correlation, warehousing and data exchange with third parties

#### Key Features

- Support for VOD, Linear Channeling, and eTV/ interactive usage data
- Primary interface to disparate data sources
- Support for cross-service provider data collection
- Support for all major VOD and standard eTV delivery platforms
- Central Data Warehouse (CDW)
- Central repository for enterprise service-level data
- Extensible architecture for additional data types (e.g. guide, DVR, etc.)
- Managed services consisting of daily system monitoring and management, operational reporting and issue triage and tracking

#### Concurrent Value

- 360-degree view of linear, video-on-demand, and interactive media consumption across television, mobile and online screens
- Four dimensional data views of subscriber consumption, content consumption, operational reporting, and advertising campaign performance
- Cross-service data correlation
- Secure audience and media data exchange
- Open standards based platform
- Full census-based, click stream collection
- Regulatory compliance
- Anonymity filters
- Application enabling

#### About Concurrent

Concurrent is a global leader in innovative solutions that enable the seamless delivery, management and monetization of video on any screen. Built on a solid foundation of video firsts and Emmy® Award winning technology, Concurrent's video delivery and media data solutions create a truly holistic, 360-degree view of the consumer video experience. Concurrent provides customers in the cable, telco, wireless, web, advertising and content development industries with new revenue opportunities such as advanced advertising. Concurrent's video solutions are built upon a rich heritage of high-performance real-time technology, which also powers solutions for the defense, aerospace, automotive and financial industries.



### Concurrent's MDAS portfolio

Concurrent's Media Data & Advertising Solutions are globally deployed in 265 markets, supporting over 32 million households.

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