



## Avail On Demand

The overall Video On Demand (VOD) market is expected to grow from below \$2 billion in 2006 to upwards of \$13 billion by 2010. By that same year, there are projected to be nearly 150 million active VOD users/subscribers worldwide<sup>1</sup>.

Avail On Demand is the key partner for any company planning to roll out a successful VOD service. Avail On Demand offers the most studio VOD programming available today for both IPTV and HFC deployments. Avail Media's VOD programming includes both major motion picture studios as well as independent programming resources. In addition to programming that allows your company to achieve success with VOD, Avail Media also offers innovative tools such as ViewTrak™, a 24/7 real-time activation tracking system, as well as extensive marketing resources to drive your VOD deployment.

<sup>1</sup> <http://industry.tekrati.com/research/news.asp?id=7746>

## Programming Sources

Avail On Demand offers the most robust VOD programming lineup available in the market today for VOD deployments. For both IP and traditional HFC cable systems, Avail Media has arranged the most comprehensive list of full-output licensing agreements with major motion picture studios and other content providers. Avail On Demand licenses, encodes, and distributes content from Buena Vista/Disney, DreamWorks, MGM, NBC Universal, New Line Cinema, Paramount, 20th Century Fox, Warner Bros., and many other independent studios in MPEG-2, MPEG-4 (H.264), and VC1 encoded formats. The full array of VOD services that Avail Media offers its affiliates includes the following:

- VOD programming (VOD, SVOD, FVOD)
- Content licensing for both IPTV and HFC deployments
- Content encoding in MPEG-2 and MPEG-4
- Programming management (studios and non-studio assets)
- Metadata preparation and management
- Automated studio reporting (daily, weekly, monthly, annually)

## Activation Reporting Services

Avail On Demand's unique ViewTrak™ solution is a trusted system that provides all of the viewing, accountability, and standard measurement metrics cited by affiliates and studios as the critical information they need to successfully manage their VOD services. ViewTrak reporting gives Avail On Demand's affiliates a wide array of data on subscriber viewing habits of VOD, SVOD, and FVOD programming, with all data reported in real-time 24/7. ViewTrak's usage reports include total views by program, views by time of day, total number of unique households, average minutes watched, and usage of trick mode functions. ViewTrak's real-time measurement of consumer behavior is anonymous and reported in the aggregate to protect subscriber privacy.

## Marketing Services

Marketing is a critical element to the success of any VOD product offering. Avail On Demand offers its affiliates multiple marketing tactics to assist in these efforts at the local level. Avail On Demand supplies its affiliates with barker reels, electronic marketing/website feeds, promotional movie posters, movie artwork for advertising development, and an exchange of marketing strategies that have proven to be successful in affiliate deployments. Much of this material is made available online through the Avail Advisor portal/ViewTrak™ online provision center.

## Avail Catcher

- Single RU chassis
- Integrates with existing Avail Media IPTV Gateway
- Complete solution from Avail Media, including hardware and services
- Tech specs – export setting is ISA 1.3 and metadata standard is CableLabs VOD 1.1

