

Converge Media™ Interconnect (CMI)

Virtual Partner Solutions for Advertising



HIGHLIGHTS

- Maximize advertising revenue with simplified operations
- Strengthen partner relationships with efficient and reliable scheduling and reporting tools
- Rapid troubleshooting and system analysis with high level and detailed monitoring tools
- Customizable interfaces conducive to each operator's needs
- Scalable options for content storage with commercial off the shelf (COTS) platforms

ARRIS ConvergeMedia Interconnect Solutions allow multiple cable operators to work in partnerships as a virtual interconnect company, to coordinate ad placement schedules within a given geographic area. ConvergeMedia Interconnect automatically merges schedule files from multiple traffic and billing systems, using predefined business rules to identify schedule conflicts. It then routes content to the appropriate partners' ad insertion systems – systems from ARRIS or other vendors – so that advertising in each region is delivered reliably and accurately. Fast merging and secure reporting allow operators to resolve schedule conflicts before they impact advertising revenue. Partner-specific verifications returned to each traffic and billing system ensure accurate billing and maintain strong business relationships among interconnect partners.

Interconnecting is Easy with a Vendor-Neutral Software Solution

CMI provides vendor-neutral interconnect support and industry standard traffic and billing schedules, making it simple and cost-effective for interconnect partners to attract advertisers with broader advertising reach, one-transaction simplicity, and flawless delivery. The full-service system merges schedules for both digital and analog advertising insertion. Vendor neutrality lowers costs and ensures easy integration with each partner's ad insertion systems, content servers, and traffic and billing systems. CMI can be used as a stand-alone solution for hands-off schedule merging, conflict reporting, verification parsing, and content distribution - or combined with ARRIS ConvergeMedia SkyVision market-leading advertising management software for efficient and reliable real-time monitoring and reporting.



Intelligent Merging Ensures Smooth Advertising Delivery

CMI ensures that each operator gets their agreed ad-play time by identifying conflicts well before air-time. Rules-based schedule merging – up to 10 input schedules per channel – allows partners to merge schedules based on business requirements. CMI grants an extensive footprint with support up to 255 owners, 1024 networks and 999 zones. Built-in traffic and billing zone, channel and spot-naming conflict resolution allow partners to identify and correct problems before they affect advertising revenue. Strict and flexible merge options, whole merges, and split-break merges are available to satisfy a range of needs.

CMI merges schedules from up to 10 partners quickly and efficiently. Schedule merging is many times faster than competing products so changes get to the interconnect much faster. For example, CMI can merge two 30-zone schedules in less than 10 minutes. Operators also have the option to have files be imported by channel rather than by zone, increasing the speed of imports due to limiting the number of operations. Fast schedule merging helps ensure that content is staged and ready at the right place and time, and it allows time for human intervention if there are conflicts to resolve.

CMI can be configured to detect when new schedule files have arrived on the system. The innovation detection method compares schedule file contents from the prior detection operation to identify new files. If the system recognizes a file content change, the file is recognized as new and will be imported. This process provides increased reliability where network issues may occasionally impact schedule detection by alternate methods.

Secure Reporting Builds Strong Partnerships

CMI helps ensure the ad revenue stream of each partner involved in the virtual interconnect. A password-protected web-based interface with variable user permissions lets each partner check their merged schedules and verifications. Each partner receives secure e-mail status reports to verify that their ads are scheduled and distributed correctly. Secure verification notifies each partner's traffic and billing system of their actual ad plays for accurate billing and revenue sharing.

Simplified Content Management Capabilities Support Streamlined Operations

CMI Content Management copies spots from source directories to the content directory on the CMI server where the ad insertion management system can distribute the spots to target headend insertion units. CMI supports the ability to append spot names to avoid conflicts in naming conventions between various owners.

BENEFITS

- Vendor neutral – CMI works with ad insertion systems from ARRIS or other vendors, ensuring flexibility when working with a variety of interconnect partners while keeping costs low.
- Intelligent merging – Rules-based merging identifies schedule conflicts and generates detailed reports.
- Spot Play Verification Reporting – Separate verification reporting by traffic and billing system owners to ensure efficient spot play and build strong partnerships.
- Secure reporting – Each owner in a merged schedule gets conflict reports so exceptions or unfilled spots can be handled well before air-time. CMI also provides content distribution reports so that ad content can be effectively tracked. A browser-based interface provides access from anywhere.
- Fast and scalable – CMI merges schedules from up to 10 different owners in minutes instead of hours.

ORDERING INFORMATION

Part Number	Description
789820	(CMI-BNDL-SML) ConvergeMedia Interconnect (1) HW/SW bundle – small Includes (1) ASK/AI/6G/SML, CMI-SCHED – 1-L, (2) CMI – OWNER – 1, and (1) CMI – CH- 250.
789821	(CMI – BND – MED) ConvergeMedia Interconnect (1) HW/SW bundle – medium, includes (1) ASK/AI/6G/MED, CMI – SCHED – 1-L, CMI – CONTENT – 1 – L, (3) CMI – OWNER – 1, and (2) CMI – CH – 250.
789822	(CMI-BNDL-LRG) ConvergeMedia Interconnect (1) HW/SW bundle - large, includes (1) ASK/AI/6G/LRG, CMI-SCHED-1-L, CMI-CONTENT-1-L, (5) CMI-OWNER-1, and (4) CMI-CH-250.
789823	(CMI-CH-250) ConvergeMedia Interconnect (1) Channel Pack - 250
789824	(CMI-OWNER-1) ConvergeMedia Interconnect (1) Additional Owner
789870	(CMI-SCHED-1) ConvergeMedia Interconnect (1) Schedule Management
789869	(CMI-CONTENT-1) ConvergeMedia Interconnect (1) Content Management

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