



## Vision TA Platform

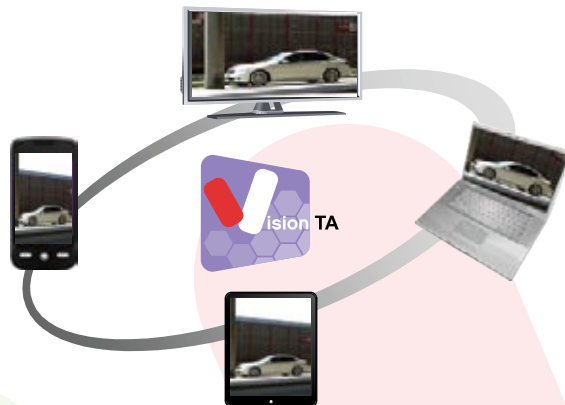
An Intelligent Advertising Platform To Meet User Needs

### Opportunities along with Network Convergence

Network convergence changes the business model of media communication where consumers demand for more diversified, distributed and personalized services. Traditional extensive advertising is in the face of unprecedented challenges along with the increase in advertising expansion cost. Business owners turn to anticipate a new model that can technically realize more cost efficient advertising with maximized influence.

### Introduction to Vision TA

Vision Target Ad ("Vision TA") is an SCTE 130 compliant system which goes deep in analyzing user preferences, habits and needs based on factors such as user and content attributes through data mining. It customizes targeted advertisements that are delivered to various terminals (such as STB, Internet and mobile phones) via IPTV/ CATV/ 3G or Wi-Fi network.



### Features

#### Precise Audience Targeting

By thinning targeted audience in all rounds and combining multiple data mining algorithms, Vision TA studies user preferences, habits and demands; precisely aims at most appropriate audience and delivers suitable ad product at the right place at the time.

#### Controllable Ad Effect at Anytime

Vision TA provides multi-dimension statistics reports (on contract, order, product, ad and targeted audience). Through the platform, data statistics and ranking can be conducted on real-time basis with ad effect being heightened.

#### Flexible Ad Placement for Advertisers

Vision TA supports various ways of ad placements. Advertisers can arbitrarily choose the way of advertising, whether in text, graphic, or video according to the actual needs:

- **VoD/ nPVR services** - place pre/ inter/ post-roll video ads, inter-roll Overlay ad or graphic ads during pause
- **Time-shifted TV** - place pre-roll ad, different graphics and/ or video ads onto different navigation pages

### Flexible Ad Place Settings

Vision TA supports ad placement over multiple terminals that operators can specify their ad places. This enables operators greater flexibility in placing the same ad to different ad receivers.

### Extendable Data Sources

Vision TA synchronizes subscriber data with the BOSS system (any change to user attributes in BOSS will be synchronized into Vision TA). The system also supports sending questionnaires to users; on the other hand, users can also upload their preferences and demands to Vision TA for better matching and targeting.

### All-Round Contract Management

Vision TA provides the all-round contract management which can facilitate the operation in ad contract control and management. Statistics and pre-settlement of contracts can be conducted at any time after ad placement. This enables operators to obtain timely information of contract implementation.

### Facilitated Order Management

Upon contract sign-up between the operator and the advertiser, different orders and prices can be configured at different time which facilitates the relationship management between operators and advertisers.

### Ads Packing into Specific "Product"

Vision TA supports CPM settlement and can launch ad "Product". The operator can pack a specific ad placement policy (such as ad place, placement times) with targeted audience into a specific "Product" or commodity. After the "Product" is priced, the advertiser can buy it directly which facilitates the promotion activities for the operator.

### Value-Added Services - Ad Making

Vision TA provides a facilitated ad management and ad making function by which some simple ad contents (scrolling marquee ad and text ad) can be created. This invites more opportunities for business cooperation and investment.

### Enriched User Experiences

#### Multiple Advertisement Formats

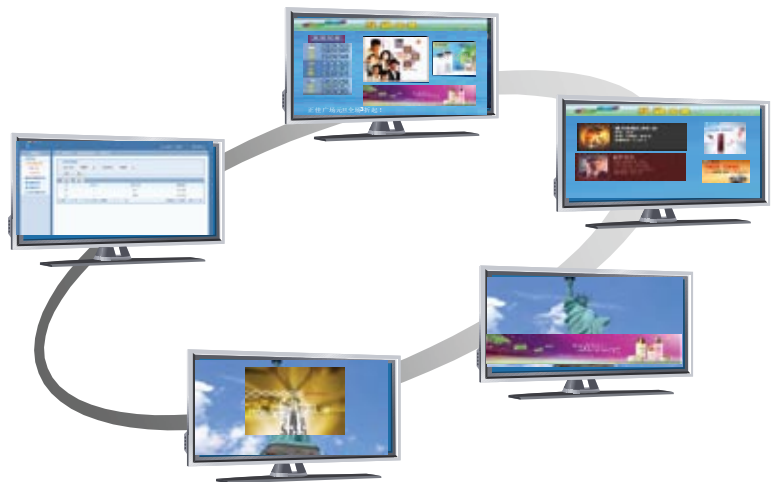
Multiple advertisement formats, video, graphic and text ads are supported. The graphic and text ads together can be divided into two formats, dynamic or static. Dynamic graphic ad includes marquee scrolling ad and GIF graphic ad. The video ad refers to the one in video stream format.

#### Various Placement Methods

- Ad places in fixed-size windows and long bar can be set
- Ads can be clicked to browse ad details
- Supports HTML format and can be linked to the homepage
- Different ads can be placed onto different navigation pages
- Multiple graphics and video ads can be inserted before, during and after VOD play or in VOD pause
- Overlay ads can be flexibly controlled, whether in ad bar form or as logo graphic

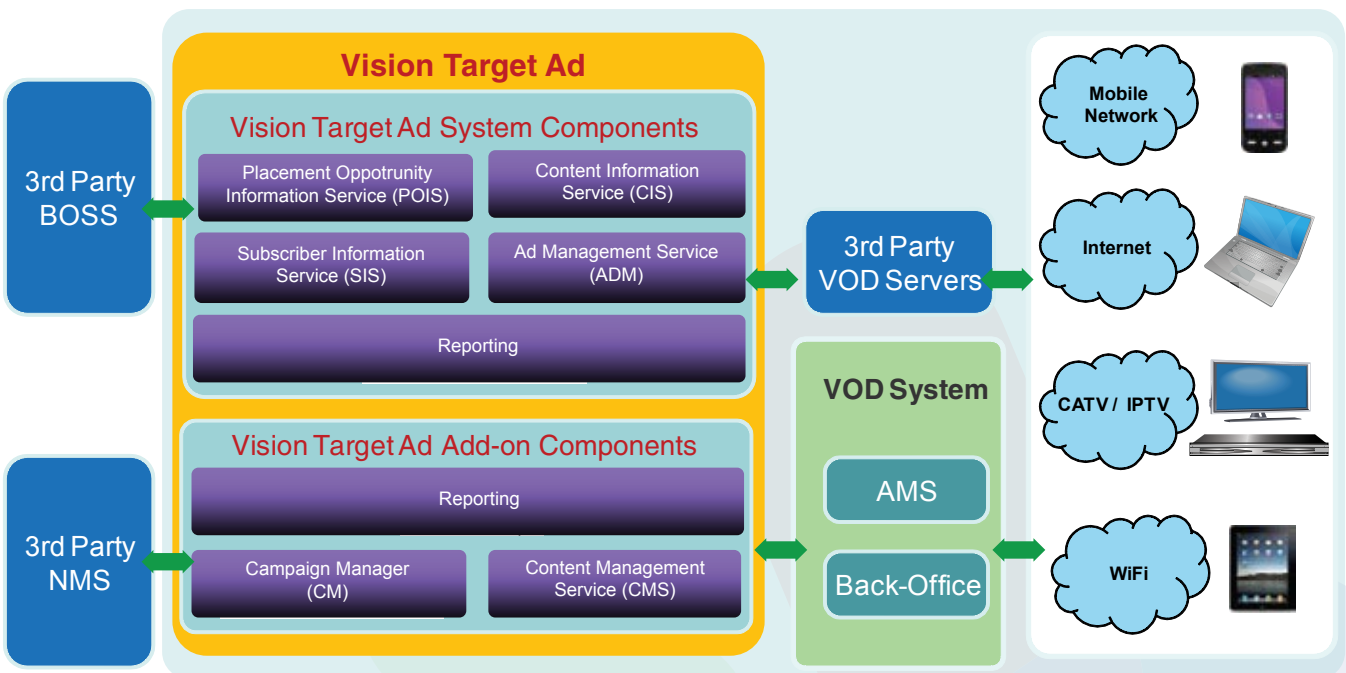
#### Flexible and Easy-to-Use Management Interface

- User attribute can be added, modified and deleted
- Ad playing in ad places can be controlled and ad places can be added and deleted
- Selectable Ad place type, applicable terminal type and ad counts
- Graphic interface facilitates general service management with ease and flexibility to control the ad places and ad placement policies dynamically
- Enable users participation in ad interactions and this fully heightens the marketing effect



## Wonderful Service Experience

- Different visits, different graphic ads  
Different graphic ads can be inserted to the same ad place on the navigation page regardless of different visits so as to minimize users' resistance towards ads.
- Different users, different graphic ads  
Different graphic ads can be inserted regardless of different viewers.
- Different users, different video ads  
Different video ads can be inserted to the same program regardless of users of different attributes.
- Different demands, different video ads  
Different video ads can be inserted to the same ad place and video ads vary with different visits. Different video ads can be inserted according to different demands of the same viewer, no matter when the user accesses the navigation page or watches VoD. In this way, user's resistance towards ads can be minimized while increasing the ad throws.
- Different programs, different ads  
The system places suitable ads (graphic or video ads) according to program type. Different ads can be inserted to different programs selected by the same viewer.
- Different navigation page, different ads  
Different ads (graphic or video ads) can be inserted to different navigation pages, no matter by the same user or different ones.



## Vision Target Ad System Architecture

Vision TA is a solution compliant to SCTE 130 standard, applicable for CATV, IPTV, mobile TV and video websites. It also supports mainstream interactive digital TV back-office management systems, video servers, two-way STBs and embedded browsers.

### Main Modules

- Ad Management Service (ADM)  
ADM receives and processes the subscriber and ad place information sent by interactive TV portal, stores the data of ads placed to a subscriber and queries the placed ads.
- Placement Opportunity Information Service (POIS)  
POIS manages defines, ad places and related information e.g. template, size and page level.
- Content Information Service (CIS)  
CIS views all kinds of ads, defines and manages ad-related information such as advertiser, agency, suitable group of audience, and category.
- Subscriber Information Service (SIS)  
SIS manages related information on subscriber, family type, and grouping.

- **Ad Decision Service (ADS)**  
ADS receives ADM requests, interacts with CM and places specific ads at specific place at specific time.
- **Content Management Service (CMS)**  
CMS stores graphic ad contents, designs simple static text ads and scrolling marquee ads, creates video ad content and generates relevant ADI.
- **Campaign Manager (CM)**  
CM manages ad contracts, making ad placement policies, defines targeted audience, and matches corresponding ad placement policy with the targeted audience on the basis of each ad content.
- **Reporting**  
Reporting provides detailed statistic report of all contracts, ads and targeted audience and number of placement times.

## Vision Target Ad Features

### Precise Targeting

- Presenting user-based ads
- Presenting program-based ads

### Openness

- Compliance with SCTE 130 standard, facilitating third-party system integration with high compatibility

### Modular Structure

- High availability, rapid fail-over and fast deployment expansion and configuration without affecting routine business

### Multi-Screen Experience

- Full draw of capability of the convergent network, enabling multi-screen ad interactions among STB, PC and mobile phone

### Ad Interactivity

- Enables users' participation as ad voting and quizzes; share ads in social network with points accumulated in consequence of users' interaction initiative being promoted that excavates new business opportunities

### Market Effect

- More precise in targeting audience with increasing ad click rate and purchase rate
- Enriched user experiences which strengthen user loyalty
- Revenue generating for operators and advertisers



Beyond  
Entertainment &  
Experience

#### Contact BEE Mediasoft

1401 Stanhope House, 738 King's Road, Quarry Bay, Hong Kong

Tel: 852-2520 2660 Fax: 852-2802 2062

Email: [marketing@beemediasoft.com](mailto:marketing@beemediasoft.com) Website: [www.beemediasoft.com](http://www.beemediasoft.com)

© 2011 BEE Mediasoft Limited. All rights reserved.