

MOTOROLA MEDIOS MERCHANDISER



MAKING A BUNDLE: CREATIVE MERCHANDISING OF YOUR VIDEO ASSETS

MEDIOS MERCHANDISER AT A GLANCE

- Multi-screen marketing of multiple assets
- Bundling of video and non-video assets
- Pricing with flexibility that drives purchases
- Targeting with personalized promotions
- Fulfillment with automated billing and DRM

MEDIOS MERCHANDISER PROVIDES AN INTUITIVE STOREFRONT THAT PRESENTS INFINITE POSSIBILITIES FOR MARKETING THE INFINITE VIDEO CATALOG THROUGH PERSONALIZED PROMOTIONS.

Inspiration hits in the shower. Last night you and a lot of your subscribers watched the quarterfinals of "Dancing with the Stars." Wouldn't this be a great time for a promotion that bundles classic dancing films starring dancing stars like Astaire, Kelly and Swayze? Using your Motorola Medios Merchandiser interface, you quickly search your VOD assets and decide to offer a bundle of "Top Hat," "An American in Paris" and "Dirty Dancing" at a significant discount. Merchandiser helps you bundle, price and promote the package, and facilitates fulfillment, billing and settlement. Result? Substantial incremental revenues from a flurry of impulse buying. Kind of makes you feel like dancing.

Motorola Medios Merchandiser empowers you with a simple but powerful storefront to market your video and related non-video assets across multiple screens. Target specific customers with creative, media-rich bundling offers that increase impulse purchases and enhance average revenue per subscriber (ARPU). Merchandiser serves as a metadata aggregation point for all your asset types including linear, VOD, OTT, games and more, and helps you differentiate your offerings from competitors, improving customer loyalty, reducing churn and increasing ROI. It also automatically handles all back office functionalities including fulfillment, billing, Digital Rights Management (DRM), security and settlement of all transactions. Bottom line, Medios Merchandiser helps you streamline your marketing and promotion processes and seamlessly deliver personalized content across TV, Web and mobile screens.



MARKET AND MONETIZE MULTIMEDIA CONTENT ACROSS MULTIPLE SCREENS

Medios Merchandiser is a feature-rich, scalable and cost-effective solution that makes marketing your valuable linear, OTT, and VOD and other non-video assets simpler and more profitable. Merchandiser assembles and centralizes your asset catalog for marketing flexibility and TV, Web and mobile network distribution. Leveraging our decades of industry expertise and technology innovation, Merchandiser uses open, standards based interfaces for easy integration with virtually all industry hardware and software systems enabling the rapid development and marketing of the new services that help gain and sustain customer loyalty.

We've designed Merchandiser to help you differentiate your business, creating competitive advantage that delivers increased ARPU and ROI. Merchandiser is the foundation from which you can capitalize on consumers' growing preferences for watching "what I want to watch, when I want to watch it, on the screen I want to watch it on."

MULTI-SCREEN MARKETING

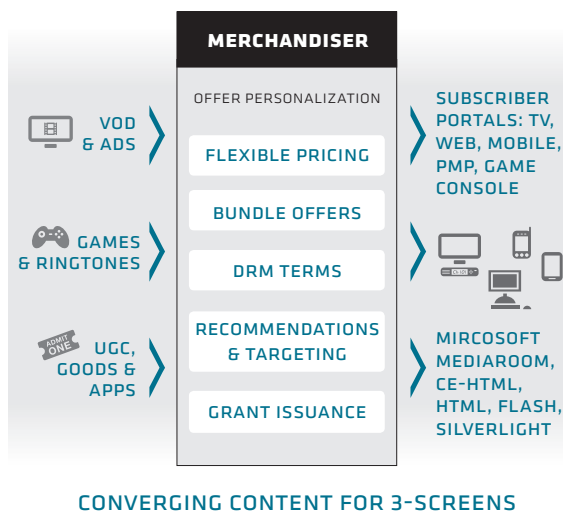
Medios Merchandiser helps you deliver the multimedia multi-screen experience efficiently, securely and cost-effectively. Merchandiser ingests metadata, even from federated partner and third party catalogs, to populate your database and create an intuitive storefront. You can give your customers exactly what they want — seamless TV, Web and mobile viewing on companion devices — while enabling cross-domain marketing to enhance revenues.

PRICING

How do you price your offerings to drive customer purchase and ROI? Merchandiser's rating engine enables flexible pricing and discounting to maximize subscriber uptake rates. Our GUI-based operations make it easy to build pricing and discount plans and associate them with individual assets, bundles and asset categories.

TARGETING

Merchandiser helps you maximize ARPU with specialized promotions targeted to specific customers or groups of customers. Using a variety of input — such as customer profiles, preferences and social network data — the solution's recommendation functionality helps drive incremental revenues by making it easy and fun for customers to discover relevant and exciting new content they want to watch.



BUNDLING

Merchandiser provides the GUIs that allow your marketing teams to build multimedia bundles that can increase both sales and subscriber loyalty. Bundles can include video and non-video assets such as music, games and even goods and services. Merchandiser allows you to combine TV, Web and mobile in the same bundle.

FULFILLMENT

Merchandiser's automation makes it easier for you to fulfill, bill and settle all your transactions. When an order is placed, the software automatically generates the grants, DRM license terms, billing records, payment gateway events and settlement records to fulfill the transaction. Just as important, the solution can handle reversal of the process in the event of a customer cancellation.

For more information on how Medios Merchandiser can help you provide more personalized, more profitable video catalog marketing across three screens, visit us on the Web at motorola.com/medios.

