

ADVANCED STREAMING MEDIA SOLUTIONS

As high-bandwidth Internet access grows, more and more content providers are leveraging the potential of media such as streaming video for delivering rich and compelling Web content. Mirror Image's Streaming Media solution enables organizations to effectively deliver streaming content to users - anywhere, anytime.



Boston.com and NECN deliver not just rich media, but also targeted ad delivery. It has allowed Boston.com to turn a cost center into a revenue opportunity. The Managed Content Targeting system automatically inserts rotating ad clips into the stream presentation and synchronizes them with the page.

The Mirror Image network reliably streams content to users around the world, regardless of location or traffic bursts. "Mirror Image allowed us to provide our audience with uninterrupted high quality streams without worry," says Steve Safran, Executive Producer of New England Cable News (NECN), the largest regional cable news network in the U.S. "With Mirror Image's Video On-Demand solution, we offer viewers streaming news feeds that are as reliable and as enjoyable as watching TV."

With comprehensive capabilities and an easy-to-use Web-based management tool, the Mirror Image single-source solution enables you to easily publish, manage, deliver and analyze your streaming media activity. The Mirror Image streaming media network supports Windows Media,® RealMedia, QuickTime® and Flash streaming formats, and leverages the power and flexibility provided through the Mirror Image Managed Content Targeting service.

The Managed Content Targeting solution is built on the Mirror Image Extensible Rules Engine (XRE), a rules-based application platform for rapid and cost-effective implementation of real-time processing to add intelligence to your streaming media content delivery. It enables simple implementation of personalization and other specialized dynamic processing to enhance and monetize your streaming content delivery.

Streaming Media Ad Insertion

Today, content providers recognize the vast potential of streaming media for delivering not only content, but also advertising. After 50 years of television it's well accepted that people prefer watching information rather than reading it, and they retain more of the message when it's presented through rich media. Research confirms that streaming video generates double the click-through rates of static banner ads. Through rich media, content providers can grow their audience, enhance their brand and drive new profits.

The Managed Content Targeting rules control content delivery with a set of conditions and actions. The targeting server can analyze each request, as well as supplemental data from various sources, to determine the action to take based on rule logic that can be tailored to your needs.

The targeting server can deliver a dynamically generated streaming media playlist (e.g., SMIL, WVX), which references streaming media files to be served from special purpose media servers. In fact, the targeting system can be applied to both streaming and static content in the context of the same Web page to provide an integrated marketing message. This easy-to-integrate solution can enable you to immediately monetize your online video content.

The playlist generated by the Managed Content Targeting rules can reference a single clip, or the rules can dynamically generate a playlist with inserted references to advertisement clips or images. The rules support:

- **Gateway ads** - played before the program content
- **Interstitial ads** - played between program entries in a playlist
- **Bumper ads** - appended to the end of the program content

As soon as one video is complete, the next clip begins immediately providing your audience with a seamless viewing experience. In addition, the choice of a particular video in the playlist can be driven by the comprehensive content selection capabilities offered by the Managed Content Targeting platform.

Rotation Rules

The Managed Content Targeting furnishes rules that automatically deliver ads from a specified list using a variety of algorithms. With each request, the Content Targeting process will deliver the appropriate clip based on either:

- Random selection
- Sequential selection
- Weighted selection

The random selection process is tuned to reduce the chances of delivering the same object multiple times in a row. The sequential selection loops through the designated objects in order. The weighted selection process enables delivery of specified objects proportionately more often than others.

IP-Intelligence Based Rules

A standard feature of Managed Content Targeting is the ability to select and deliver content based on attributes derived from the IP address of each visitor. This is sometimes referred to as geo-targeting, but the data goes beyond simple geography. The IP Intelligence technology provides a comprehensive set of visitor attributes such as connection type, ISP and home-or-business, some of which are described in the examples described below.

- Country
- Region/State
- City
- US Area (e.g., northeast)
- Direct Marketing Area (DMA)
- Language preference
- Day and Time
- Day
- Connection Type
- Cookie contents
- Postal code
- Area code
- Longitude/Latitude
- Work/Home location
- ISP
- SIC
- HTTP Request header information (e.g., referrer, browser type, authorization)
- URL pattern
- Query argument

Geography-Based Rules

Mirror Image Managed Content Targeting furnishes the ability to deliver a different ad based on the geographical location of each visitor. The platform provides content targeting by attributes such as country, US area (e.g., northeast or southeast states), state/region, Direct Marketing Area (DMA, US only) and city. Managed Content Targeting processing automatically identifies the location of each visitor based on the IP address and delivers the appropriate content based on the defined rules. The real-time content targeting provides more control of Web-based messaging, enhances multi-channel merchandising and improves conversion rates.

Connection-Type Stream Selection

There are still many Internet users who are "bandwidth-challenged" and may be driven away from sites that with streaming media content. In this case, the Managed Content Targeting server can be used to detect the user's connection type, and choose to deliver, for instance, a static weather forecast image to certain users and a streaming video clip of a weather forecast to broadband users. The Web page is the same in both cases, and Managed Content Targeting makes the decision for each subscriber in real-time to protect the user experience.

Time-Based Ad Selection

While viewers may be interested in a particular feature video clip throughout the day, the advertising clips surrounding it can be changed based on the time of day. The Mirror Image content targeting system can select ad content based on the visitor's local time of day (e.g., breakfast ads in the morning, movie ads in the evening), or based on a central time (e.g., "take-out" ads at the start of the big game). With comprehensive and flexible content targeting, you can enhance the value (i.e., CPM) of advertising impressions on your site.

To learn more about our **Advanced Streaming Media** solutions
call us today at +1 800 353 2923.
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