



Advanced Targeted Advertising

Overview

This customer required a solution which incorporated an EBIF back end system with an advertising content management system and a front-end ad ingestion system. The solution was specifically for banner advertising on menus and navigation pages and not for video advertising. The solution needed to be SCTE-130 Part 3-compliant. In addition, the solution was to support RFI, voting and polling, telescoping and other EBIF-based functions.

Business Objectives

- Seamless integration of all internal service provider mechanisms and the ad ingestion and EBIF back end systems
- Accumulation and availability of all data on consumer activity
- Integration to native set top capabilities as well as EBIF-enabled functions
- Substantially increase the advertising space for content, improve the information available to monetize the advertising space and provide opportunities to dramatically increase advertising revenue
- Use geo-targeting technology for more specifically refined messages combined with enhanced data capture to measure results.
- Dramatically increase advertising revenue.

Background

This customer has a very active internal advertising sales organization that has wanted to capture space on the screen for incremental advertising opportunities. The sales group is used to selling a range of media and saw cable as an opportunity to gain additional screen space and take advantage of cable's unique ability to capture a lot of specific data to be monetized.

While this customer has built a handful of systems to capitalize on its advertising potential, it has not had the ability to make those systems communicate with one another to gain maximum benefit. The advent of EBIF has certainly raised the expectations and promise of the platform but this customer had a vision to go beyond that simplicity of EBIF applications and include extensions such as voting and polling, requests for information and specific targeting of consumers for advertisers.

The ability to increase the capability to serve advertising, measure the activity associated with it and then refine the advertising by specifically targeting consumers at the postal code level in addition to other criteria is expected to substantially increase advertising revenue and profits.

Solution

Zodiac's solution employs Zodiac's AMS technology to ensure that the elements required by our customer to communicate with one another do so and that all potential opportunities to gain new revenue are realized.

Our solution allows for easy ad ingestion by the advertising sales team to all legacy and next generation set tops. The solution maximizes the potential of the available bandwidth with an efficient means of communication and low overhead within the SCTE-130 Part 3 specification.

The system employs ADM health monitoring and our uniquely efficient data collection system for immediate and usable data. We have provided template RFI and voting and polling applications to allow nimble movement from need to need. The delivery of voting and polling apps is in two ways: PowerUp for banners and can be bound or unbound and an EBIF version using our IO-5 user agent.

As part of the overall project we integrated with third parties providing the EBIF back end and the CMS systems chosen by the customer. All data are accessible through a web interface.

The following diagram describes the overall solution and its components.

