



# Multi-Screen Video



Give your subscribers what they want with quality video on their mobile device or PC. Real's Multi-Screen Video Service offers your customers their favorite news, sports, entertainment and weather when and where they want it.

## The Opportunity

Communications Service Providers have a growing revenue opportunity in delivering video services according to numerous sources. Jupiter Research found that 41% of mobile phone users are interested in some form of video service on their mobile phones, and estimates this growing demand will generate \$501 million in revenues in 2010, up from \$62 million in 2005. Infonetics also reports that the number of mobile video subscribers worldwide increased more than 300% from 2005 to 2006, and should top 46 million by 2010.

Faced with a falling average revenue per user (ARPU) for voice services, mobile service providers are seeking to supplement their revenue streams by offering premium multimedia content. Mobile video is emerging worldwide as a robust, opportunity-laden market, even though it remains in its early stages of development.

In the future, Multi-Screen Video could offer community sharing features allowing groups of users

to communicate, as well as advertising models that could subsidize service costs and provide new sources of revenue. Research shows that mobile advertising is an acceptable delivery approach for most consumers. According to "Going Mobile," a 2007 study by the Online Publishers Association, consumers are receptive to mobile ads in exchange for content and other free services.

## The Solution

Real's Multi-Screen Video service provides encoding, management, and delivery of video to a wide range of devices. The service supports multiple business models providing communications service providers with the flexibility needed to adapt to the market. Subscribers can stream or download video clips and stream live video on both their mobile handset and PC.

## How It Works

Multi-Screen Video is a managed service providing

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growth and profit opportunities for communications service providers. Here is a summary of the key components of the service:

- **Media Ingestion**

Content Providers deliver media files and associated metadata. The files are transcoded and Digital Rights Managed (DRM) packaged (this is an option) to the appropriate formats and loaded on the media distribution network.

- **Content Management**

Real manages the entire content lifecycle, from ingestion to publishing to distribution channels.

- **Plan Management**

Plans are created by bundling content with pricing and usage rights. Customers access content via plans.

- **User Management**

Real manages all customer data, including usage history, order/billing and content access rights, to be used for efficient customer self-service and customer care.

- **Device Management**

The service manages all end-user devices including handsets, this is used to ingest and deliver the correct media format to customers.

- **Portal APIs**

Provides APIs to portal and storefronts for customers to browse, preview, purchase and access desired content.

- **Media Distribution**

Media is delivered to the customer, and can be protected by optional Digital Rights Management (DRM) technology.

- **Experience**

The client application plays the video content, and optional DRM technology enforces stipulated rights and restrictions.



Users can preview and purchase videos online, and send to their phone.

## Deployment Options

Real offers both fully-hosted and hybrid deployment models for Multi-Screen Video. In the fully-hosted model, we deploy and manage the entire service. In the hybrid model, the communications service provider or a third party hosts media ingestion and delivery. In either case, Real manages all phases of the service delivery cycle to increase service reliability and decrease your overhead.

All of the services listed below (with the exception of media ingestion and distribution) are offered with both deployment models. In all cases, Real can also interface to a third-party or the communications service provider's systems for these services.

- **Media Ingestion & Distribution**

This service manages the ingestion and physical distribution of media content, including streaming and downloads.



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- **Messaging Services**  
Manages messaging (e-mail, SMS/MMS) relating to the services within the Multi-Screen Video system.
- **Reporting Services**  
Manages the data within the system and provides data to the reporting tool.
- **AAA Services**  
Manages billing services, geo-blocking services and interfaces to third-party/CSP AAA systems.

With both deployment models, communications service providers can receive custom services to develop a unique storefront and features. Integration into the communication service provider's systems is provided, as well as user acceptance testing, and customer training and documentation. Real provides maintenance and support with 99.9% service availability, and around-the-clock operations and monitoring. A dedicated service manager supervises issues and supports change requests.

## The Real Difference

Real is a leader in digital entertainment solutions, enabling communications service providers to deliver new personalization and entertainment experiences to their subscribers and increase the return on their network investments. As a collaborative service provider, Real supports our customers in delivering the best possible service by providing experienced professional deployment and integration services. Our Professional Services team manages and delivers the integration, optional custom development and testing services required to launch your service.

## An End-to-End Solution

Through our ASP model, Real provides collaborative service to our customers, not just technology. Real's Multi-Screen Video service provides complete integration into communications service providers' systems. The service supports multiple business models and provides the flexibility to meet the needs of this dynamic marketplace. Additionally, operators have the ability to differentiate their own brand and create new service plans and promotions. This innovative video service keeps providers and their customers satisfied, making Real a valued partner to communications service providers worldwide.

## Contact Us

For more information, please contact [realnetworksasp@real.com](mailto:realnetworksasp@real.com).