

SeaChange® Axiom® Movies On Demand Applications

QuickSpec

SeaChange Axiom® Movies On Demand Applications is Axiom's business management software that extends the VOD system to create and promote VOD offerings and automatically enforce content delivery that conforms to defined business rules and subscriber entitlements.

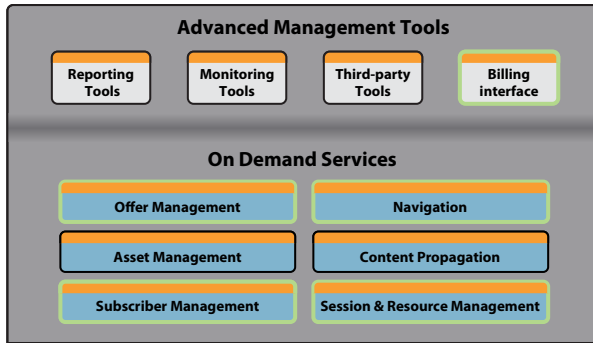
OVERVIEW

Video on demand (VOD) offers an endless array of entertainment – movies, sports, television programs, music, games – giving subscribers the choice to watch what they want, when they want to watch it, right from the comfort of home. The challenge for service providers is to take their vast libraries of on-demand content and build viable, revenue-generating businesses, made up of packages, subscriptions and offers that will attract and retain consumers. The SeaChange Axiom Movies On Demand Applications software makes this possible.

SeaChange's Axiom Movies On Demand Applications extends the Axiom On Demand solution with business management software that allows service providers to promote, price and bundle the content in their VOD libraries and automatically enforce defined business rules and entitlements all the way through to the subscribers' television screens. Specifically, Axiom Movies On Demand Applications delivers the following functionality:

- **Offer management:** Allows the creation of subscriber package entitlements and promotional offers, including rental VOD, subscription VOD and free VOD
- **Subscriber management:** Manages subscriber entitlements and maintains records of subscriber activity
- **Standard navigation services:** Shares essential navigation information with set-top box applications
- **Session management:** Automatically enforces business rules, checks entitlements and authorizes purchase requests
- **Billing services:** Generates billable events and makes available to external billing systems

Axiom Movies On Demand Applications supports all types of free, transactional and subscription video on demand, allowing the operator to define and manage the VOD asset packaging, promotions, pricing, offer time frames, view limits, etc. The software utilizes these business rules to automatically enforce and manage requests for on-demand entertainment: giving each subscriber access to their entitled entertainment; advertising promotional offers; enabling the purchase of movies or subscription upgrades; permitting users to pause and resume viewing; and ensuring accurate billing in accordance with the delivered entertainment.



Axiom Movies On Demand Applications provides several integral components of the SeaChange Axiom On Demand platform, delivering the business management intelligence that allows operators to create VOD packages and to automatically implement entitlement and offer fulfillment.

FEATURES

Significant components and features of Axiom Movies On Demand Applications include:

Offer Management

- Movies On Demand Service extends Axiom's Asset Manager software, providing the ability to create subscription packages and promotional offers, and define business rules, such as pricing, view limits, grace periods and rental periods.

Subscriber Management

- Subscriber Database stores subscriber data, such as subscriber ID, Home ID, name, package entitlements, and credit status, for use by other Axiom services. Requires the purchase of a separate Axiom database server.
- SMS Synchronization Service replicates necessary customer information from external Subscriber Management System (SMS) into the Subscriber Database. Flat file interface comes standard; named 3rd-party SMS interfaces are optional.
- Subscriber Management Utility provides a web-based utility for managing subscriber data.

Navigation

- SeaDAC standard navigation service provides asset metadata and VOD system data required for a set-top box client (e.g., VODlink®) to be able to interact with Axiom, allowing the subscriber to find, display and play all entitled VOD entertainment. *NOTE:* Axiom Advanced Navigation Services may be more appropriate for larger systems featuring a high degree of personalized applications.
- Support for lightweight (CMOD) and web-based (HTTP) clients
- Scalability for small- to medium-sized VOD systems with up to 15,000 assets. *NOTE:* Axiom Advanced Navigation Services is required to support a library of more than 15,000 assets.
- Client navigation via search, drill-down by folder, and context or source ID
- Delivers program rating metadata in support of parental controls

Session Management

- Interactive Application Database (IAD) stores subscriber usage statistics, purchase statistics and suspended movie lists by MAC address or Home ID. Supports 180,000 set-top boxes per instance.
- Interactive Application Data Service authorizes subscriber requests for streaming sessions:
 - Enforces business rules, determines entitlements and checks credit
 - Collects billing data and usage statistics for storage in the IAD
 - Keeps track of suspended programs and restarts them at the subscriber's request
 - Allows use trick-mode controls, such as pause, fast forward, rewind, and play

Billing

- Billing Service generates billable event files using data in the Application Database and makes them available to the external billing system. Flat file billing interface comes standard; named 3rd-party billing system interfaces are optional.

SPECIFICATIONS

Interfaces supported

Axiom's standard navigation service (SeaDAC) supports the following clients:

- CMOD clients with CMOD library v3.0 and later, including:
 - SeaChange VODlink Platform Suite v3.5-v4.x
 - TVGuide/GuideWorks A23-A25
 - Verizon Mercury
- HTTP clients, including:
 - TVWorks OCAP clients

Optional 3rd-party billing systems supported

- MBS Soap
- CSG and Convergys – IBI
- DST Innovis
- Convergys ICOMS
- CSG
- Great Lakes Data System

Optional 3rd-party subscriber management systems supported

- SMS Soap
- SMS DAC
- Convergys ICOMS
- CSG
- Great Lakes Data System

Software and hardware requirements

Axiom Movies On Demand Applications software components are installed on Axiom Application Servers running Axiom Core software. Required Axiom solution components include:

- Axiom Movies On Demand Application software
- Axiom Database Server with Subscriber Database configuration
- Axiom On Demand Core v3.5.3 or higher
- Axiom Application Servers running Microsoft Windows 2003
- ITV SDK version 3.5.1.365 and IDS patch 3.5.2.592

Scalability

Axiom Movies On Demand Applications components scale according to the following guidelines:

- SeaDAC standard navigation services support up to 15,000 assets. *NOTE:* Axiom Advanced Navigation Services is required to support a library of more than 15,000 assets.
- 60,000 set-top boxes per application server pair
- 1,000,000 maximum set-top boxes per site
- Each Application Pair supports 6,000 streams, multiple application pairs can be added to support the required number of streams
- One IAD supports up to 180,000 set-top box per instance

Personalized application support:

- SeaChange DVD On Demand
- SeaChange Game NowSM LT
- SeaChange Affinity

Axiom Movies On Demand Applications ORDER INFORMATION

SALES ORDER NO.	DESCRIPTION
SWL-04-00006 SWL-04-00009	Software (choose one) Per set-top box pricing Per stream pricing
SFK-0016-00 SFK-0017-00	Software License Keys (choose one) Version 3.5 kit and documentation Version 4.0 kit and documentation
KEY-04-00015 KEY-04-00014	License Keys (choose any) Mod-lite for CMOD-based clients HTTP for web-based clients
SWL-AMA-CMOD-EMB SWL-AMA-CMOD-TVG	Client Software (choose one) CMOD embedded client TV Guide CMOD/VOD MOD client
KEY-04-00000 KEY-04-00001 KEY-04-00002 KEY-04-00003 KEY-04-00004 KEY-04-00005	Billing Interfaces (choose one) 3rd-party Billing System interface – Flat File (standard) MBS Soap (optional) DST Innovis Billing System (optional) ICOMS Billing System (optional) CSG Billing System (optional) Great Lakes Data System (optional)
KEY-04-00006 KEY-04-00007 KEY-04-00009 KEY-04-00011 KEY-04-00012 KEY-04-00013	Subscriber Management System Interfaces (choose one) 3rd-party Subscriber Management System interface – Flat File (standard) SMS Soap (optional) ICOMS (optional) CSG Billing System (optional) Great Lakes Data System (optional) SMS DAC (optional)
TLA-0177-00 TLA-0178-00	Hardware: Application Server Axiom Movies On Demand Applications Server Pair for 100-250 AC <i>Supports 60,000 set-top boxes</i> Axiom Movies On Demand Applications Server Pair for NEG48 VDC <i>Supports 60,000 set-top boxes</i>
AX-DB-SUB TLA-0156-00 TLA-0157-00	Hardware: Database Servers and Subscriber Database Configuration Subscriber Database Configuration for Database Server Pair Axiom Database Server Pair for 100-250 AC Axiom Database Server Pair for NEG48 VDC

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