

RAYV DASHBOARD

RayV Dashboard is a fully integrated media ERP middleware for advanced management of your IPTV solution over the open Internet. With the increasing ability to deliver TV Everywhere services, RayV Back Office tools help you to fully manage your complex TV offering while providing the agility and flexibility of web-based marketing tools, including: affiliation, syndication, and targeted advertising.

Our Dashboard can also seamlessly integrate a complex matrix of business models (PPV, advertising, etc.) with real-time reporting metrics to optimize video delivery while streamlining back end operations, including: billing, geo-targeting, network policies, and more.

The Dashboard can easily be implemented as a stand-alone, full turnkey solution supporting the entire operation of a TV/Live event itself (Link to Blizzcon case study), or integrated through its API with Telco billing and authentication systems (Link to racing UK case study).

Modular Business Models

We offer full support for all business models described below as well as any combination of hybrid models.

- Live Events
- Video on-demand
- Pay-Per-View (PPV)
- Advertising – targeted and in-stream ads
- Hybrid (any combination of the above)

Geo-Targeting

Our tools enable the customization of flexible business parameters to engage targeted audiences.

- Geo-Blocking: Block viewers from accessing specific content.
- Price Geo-Targeting: Vary pricing according to viewers' location.
- White Listing: Provide end users access to live broadcasts or content.

Syndication and Affiliation

We deliver full support and management of multiple distribution partners and affiliates to increase your network scale.

- Real-time affiliate commission reports.
- Cross-promotional marketing campaign support (includes coupon and email campaigns).
- And more.

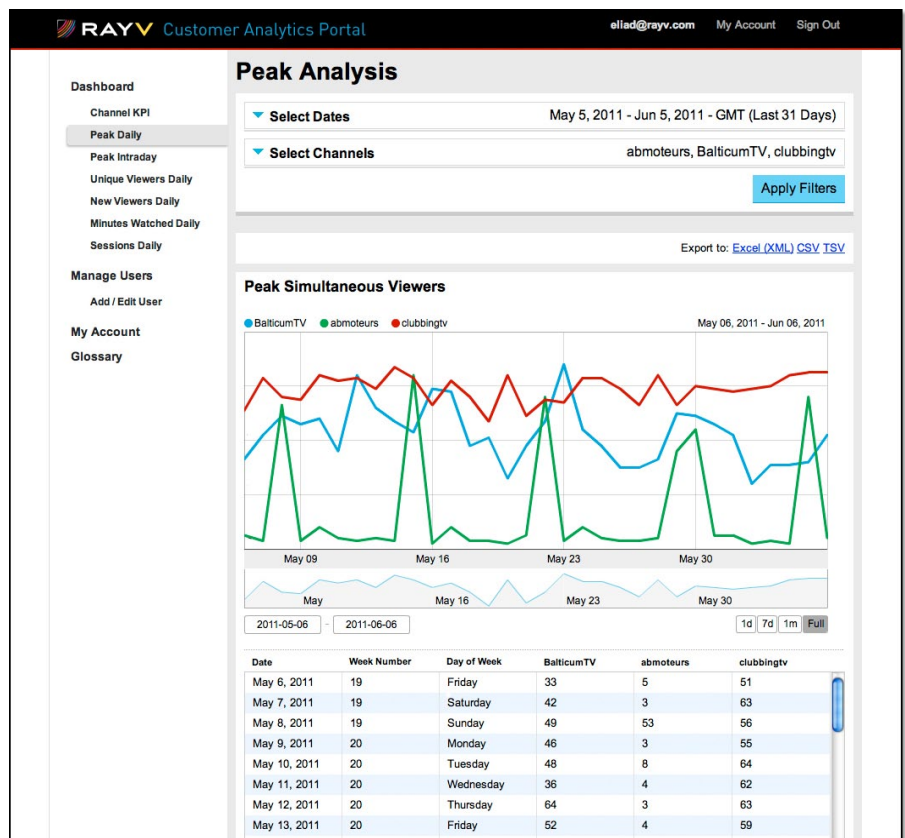
Billing and Reporting

Easy order payment processing and real-time order reports so you can better monetize your proposition.

- Full integration with top tier payment gateways.
- Payment options include all major credit cards, Paypal, and 20 additional payment methods.
- Full affiliate, individual programming, advertising, and transaction reports in real-time.

Content Management & Scheduling

- DRM for audio and video copyright protection.
- Subscription access control and userbase management.
- Support for an unlimited number of subscription products.
- Electronic Programming Guide (EPG) for easy browsing of current and upcoming content



Customer Analytics Portal (CAP)

We provide real-time data usage reports pertaining to performance, popularity, and traffic patterns in each of the channels.

- Real-time analytics providing timely business intelligence into network activity (Daily Minutes Watched, Unique Views, etc.)
- Graphical representation to identify trends and track metrics
- Secure access for client administrators to view channel metrics and account information