

REPORTING

Irdeto's Content Management solutions help a client to take their content and give consumers access to it in the manner which best suits their business model. That may be free, advertising supported, protected content, paid content or a combination.

KEY BENEFITS

- Establish which content is most/least popular
- Establish patterns of usage by hour, day, week, month etc.
- Track advertising usage
- Track sales of content per country, currency, registered consumer group
- Leverage information on current consumer behavior for marketing purposes
- Track content sold by affiliate partners for accounting purposes
- Reduce subscriber "churn" by identifying customers planning to end their subscriptions
- Extensive data feeds are available for custom reporting with standard reporting packages such as Crystal reports
- Evaluate the success of promotional campaigns
- Boost revenue by establishing trends in events leading to refunds

The reporting capabilities of Irdeto's solutions are offered in several variants:

PUBLISHING REPORTING

Often clients who only utilize the MediaManager functionality have the most basic needs when it comes to reporting on what their content is doing. The frequently sought information such as:

- Which of my individual articles has been most popular this hour/day/week/month?
- Which category of content has been most popular this hour/day/week/month?
- Within a specific category, which content is most popular?
- Are customers who read our video descriptions always going on to view the video itself?

The answers to these questions are addressed by:

- Article reports
- Category reports

ARTICLE REPORTS

Article reports present summary data of when the text or video of any article was viewed by a consumer and aggregates it to the date or hour by each article.

Required Irdeto Products: MediaManager

CATEGORY REPORTS

Category reports behave in a similar fashion but aggregate the data based on the Category associated to the article and again summarize data of when the text or video of any article was viewed by a consumer and aggregates it to the date or hour by each article.

Required Irdeto Products: MediaManager

BUSINESS REPORTING

Clients who leverage Control and Monetize have need of more detailed reporting to answer questions such as:

- How much content did I sell in a specific country in a specific period?
- How much content did I sell in a specific currency in a specific period?
- What is the breakdown of my sales between on-demand and subscription sales?
- How many refunds did my CSRs offer to customers in a specific period?
- What are the most common reasons for offering refunds to my customers?
- Where am I at risk of subscriber churn?
- What devices is my content being consumed on?
- How do I reconcile my financial transactions with my payment gateway?
- Is there a way I can calculate what royalty payments I need to make to each studio?
- How do I leverage my consumer information for marketing campaigns?
- How many consumers used our recent 2-for-1 promotional code?

Existing clients utilize the reports to answer exactly those questions and more. Business reports are divided into two groups:

- Financial Reports
- Consumer Reports

FINANCIAL REPORTS

Financial reports provide visibility to all data related to the financial transactions made via the Monetize module. This includes overviews of all sales and also more granular reporting on refunds offered, sales of subscription packages, sales/redemption of gift certificates, usage of promotion codes and transactions involving pre-paid funds. Financial reports can be broken down by date range, currency and affiliate.

CONSUMER REPORTS

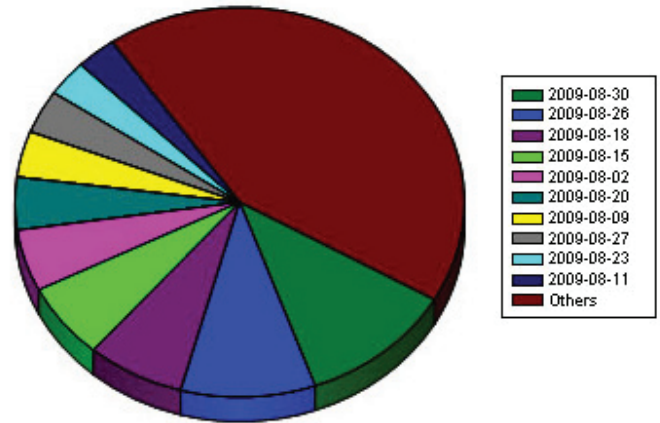
Consumer reports provide visibility to all data related to consumers. This includes the ability to ascertain which consumers bought a certain piece of content or a certain subscription, which subscribers have indicated they wish to cancel a specific subscription and which consumers have registered certain types of devices. Consumer reports can be broken down by date range, affiliate and content.

Sample Reports

Day	Consumers	Amount
2009-08-30	201	9,742.00
2009-08-26	176	8,406.00
2009-08-18	99	6,129.00
2009-08-15	119	5,464.00
2009-08-02	95	4,452.00
2009-08-20	88	3,794.00
2009-08-09	87	3,317.00
2009-08-27	71	3,129.00
2009-08-23	57	2,587.00
2009-08-11	49	2,534.00
Others	948	37,297.00
	1,988	86,851.00

Report: Top 10 on Demand

Top 10 Refunds By Day Date Range: 8/1/2009 - 9/1/2009



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Irdeto recognizes that its clients may have existing reporting solutions and has therefore made client data available in multiple ways to offer maximum flexibility:

ONLINE REPORTS

The business report data is made available online via the secure MediaManager interface. Users can generate real-time reports applying filters on fields such as date, product, customer type, affiliate and product. Once generated, reports can be displayed as lists or a number of graphical charts. They can also be printed or exported in a number of formats including CSV, XML, EXCEL and PDF formats. Further granularity of data can be obtained by drilling down into the detail of the online reports. See description below of the data included in these reports.

REPORTING API

A fully-documented set of APIs which make the same business reporting data from the online reports available electronically to third-party reporting/accounting solutions.

DATA FEEDS

Daily downloads of all business reporting data can be made from the Irdeto data warehouse to an FTP location in a standardized format. This data can then be integrated by the client into existing reporting/accounting solutions.

Required Irdeto Products: Control, Monetize

THIRD-PARTY INTEGRATION

While the Irdeto content management solution can track the activities of consumers within the Irdeto system, clients need to know where their customers have come from and where they go to outside of those solutions. This is supported by integrating with third-party web analytics providers like Google Analytics. The DPM player supports third-party analytics out of the box, and this is also used for the digital stores developed by Irdeto's content management solution. These mechanisms drive the capture of reporting information by these third party systems so the clients can review it through those solutions.

Required Irdeto Products: MediaManager, DPM

