



Interconnects Extend Advertising Reach and Revenue

Content Management

- **Choice & Flexibility**
- **Sophisticated on demand media systems and digital advertising systems**
- **Powerful, scalable on demand management and technical business tools**

Overview

Advertisers are increasingly turning to interconnects for “one-stop shopping” that provides maximum coverage, convenience, and efficiency in reaching a whole Designated Market Area (DMA). Interconnects offers cable operators new ways to attract local, regional, and national advertisers; but management and distribution can be complex and costly. ARRIS Interconnect solutions give operators the tools to sell more advertising by working simply, accurately, and cost-effectively with multiple customers and with other cable operators.

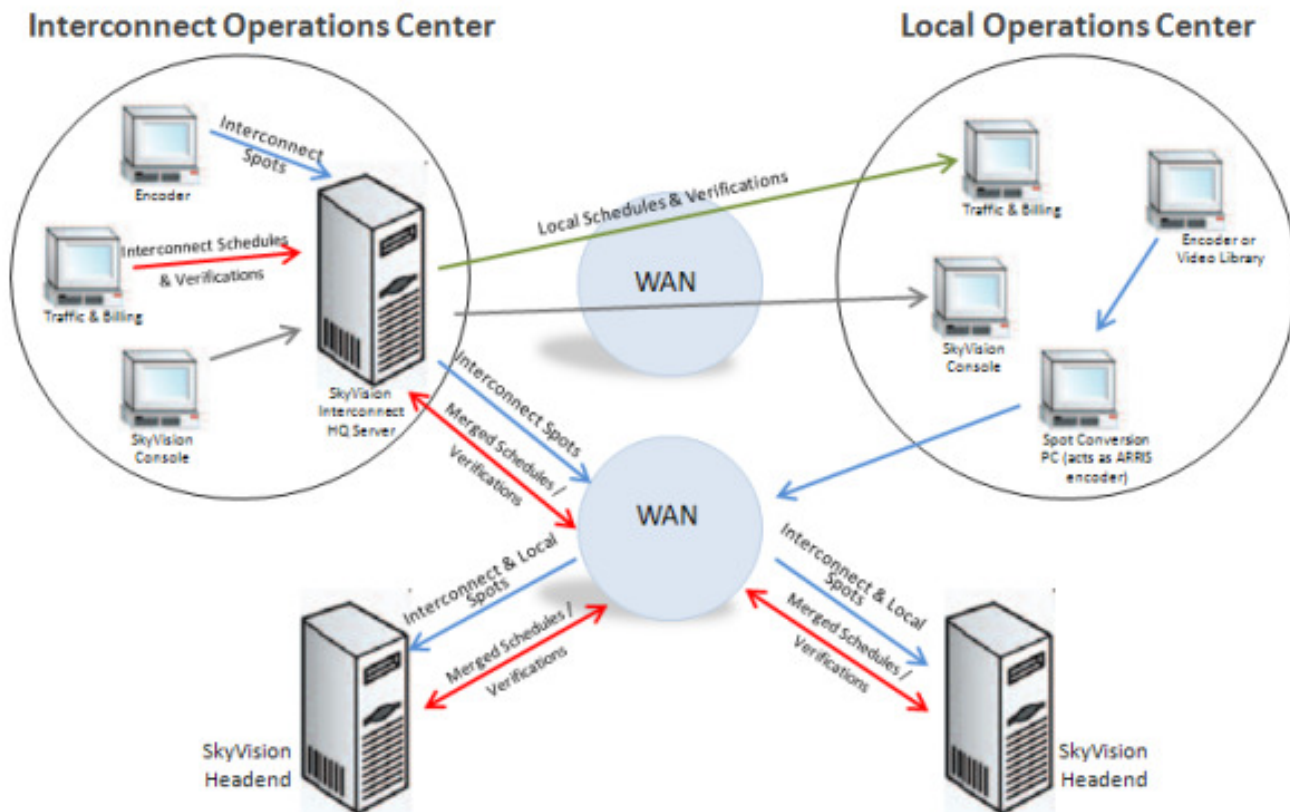
Use Interconnects to Sell More Spots

Local, regional and national advertisers are turning to advertising interconnects to extend and refine the reach and effectiveness of their advertising; creating new revenue opportunities for cable operators. For example, spot cable promotional packages allow national marketers to become local sponsors of high-visibility cable specials, giving them coverage in events and pre-show promotional spots. Other interconnect offerings can include highly targeted advertising based on consumer demographics, or layered spot cable packages that let advertisers buy spots across a whole DMA or in specific neighborhoods. For cable operators, interconnects are a powerful, profitable way to sell more ad time. What operators need is the technology to handle customer and partner relationships simply and cost-effectively.

ARRIS Interconnect Markets

| | | |
|--------------------|----------|-------------|
| Los Angeles, CA | Adlink | 92 Headends |
| Sheboygan, WI | Charter | 80 Headends |
| Staunton, VA | Adelphia | 40 Headends |
| San Francisco, CA | Comcast | 30 Headends |
| Denver, CO | Comcast | 20 Headends |
| Salt Lake City, UT | Comcast | 8 Headends |
| Cleveland, OH | Adelphia | 12 Headends |
| Savannah, GA | Comcast | 3 Headends |
| Birmingham, AL | Charter | 12 Headends |

SkyVision Interconnect WorkFlow



Build Revenue and Customer Confidence with Automated Interconnect Management

ARRIS SkyVision Interconnect helps operators maximize advertising revenue while simplifying operations and strengthening partner relationships. SkyVision Interconnect accurately and automatically merges schedules from multiple traffic and billing systems, using predefined business rules to automatically resolve and manage schedule conflicts. Live interconnect performance updates simplify daily operations, and high level and detailed monitoring tools allow rapid troubleshooting and system analysis. Interconnect customers have secure real-time access to content delivery reports, building trust in interconnect services and smoothing business transactions.

Build Partnerships with Virtual Interconnects

Virtual interconnects help local operators create partnerships to attract regional and national advertisers. ARRIS Virtual Interconnect software allows multiple operators to transparently provide interconnect services across DMA's. Virtual Interconnect Systems can be used as a stand-alone solution for automatic schedule merging, conflict reporting, verification parsing, content distribution and management, or combined with SkyVision for ad insertion system management and real-time monitoring. E-mail status reports give users confidence that their spots are scheduled and distributed. Schedule merging is much faster than competing products so changes get to the interconnect faster. ARRIS Virtual Inconnect Systems provides vendor-neutral interconnect support, making it easy for multiple operators to function as one, and winning advertisers with flawless service.

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