

OPEN ADMIN[®] Audience Rating Collector (ARC)

It can help an MSO for

1. Ad-insertion business

By giving objective criteria of popularity for each channels & time-frames.

2. Selection & price negotiation against content providers

By giving an objective reference for each specific content.

3. Revenue generation

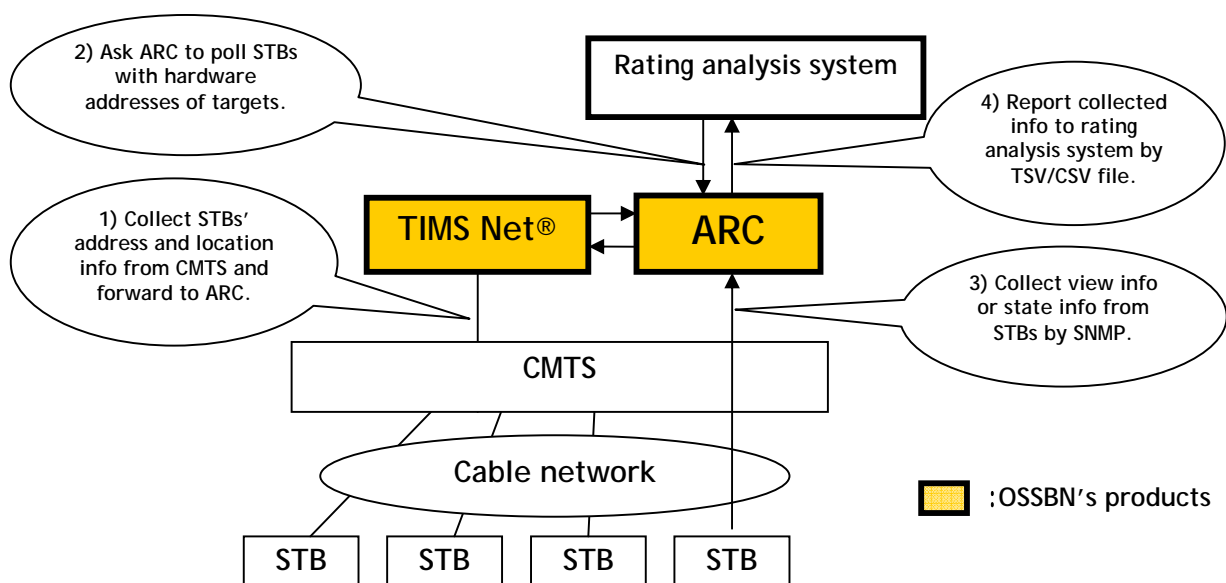
By selling audience rating information to marketing and research companies.

*“OPEN ADMIN stands for
“OPEN architecture
network ADMINistration
software product series”*

What is OPEN ADMIN ARC?

OPEN ADMIN[®] ARC is a high-performance intelligent software that can collect various information from 1,200 two way STB (set top box) in 60 seconds. Collected information can be used as audience rating if combined with commercial OLAP tool and for status monitoring of two way STB.

Usually information is collected by SNMP and the reporting module provides analysis and can provide graphical displays of the device data polling. ARC is a quick, low cost solution for cable MSO for monitoring the state of the STB, and gathering audience rating. Gathered information can be stored in CSV files above all it supports multi-vendor equipments.



Comparison with an Existing Audience Rating Collection System

"It can collect upto 15 types of information at every 1 minute interval"

Comparative Item	Existing view rating methods in terrestrial broadcasting	ARC (Audience Rating Collector)
Equipments required	1 PM display equipment 2 Media sensor 3 Online meter 4 Line and server of PSTN 5 Analysis server	OSSBN`s ARC doesn't require to put anything in the viewer's house but just to use the existing DOCS-STBs.
Collection Interval	1 minute	1 minute
Reporting time	Next day or next week	Instantaneously
No. of TV Monitoring	8	?
Number of samples	600	1200
Replacement	Necessary for every 2 years	Not required
Expected cost	1 Machinery connection 2 Payment to a research company 3 Line charges	1 Server 2 Software 3 Analysis

"High-performance, high speed intelligent software and flexible for future expansions and integrations"

"Besides collecting the view information, it can also be used for condition monitoring of DSTB"

Summery of ARC

- **Patented fast parallel polling algorithm**
 - Collecting information from up to 1,200 DOCS-STBs by high speed parallel SNMP polling within a minute.
- **Multi-vender ready**
 - Works with any vender's DOCSIS compliant STB and CMTS.
 - Targeted OID is configurable for each STB types, and can be polled at the same time.
- **Already available, can start immediately**
 - ETV or OCAP are not mandatory. As far as the targeted STBs comply with DOCSIS, it does work.
 - Already deployed in field, working commercially for more than 2 years.
- **Flexibility for future expansion**
 - Up to 15 OIDs can be configured for each STB types, not limited to rating info but any info inside STBs.

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