

Video advertising solutions

- Cable ad insertion
- IP ad insertion
- Unified ad insertion
- Personalized channels

Advertising Discovery Services

Providing video service providers with investigative assessment and planning to monetize premium video with targeted advertising

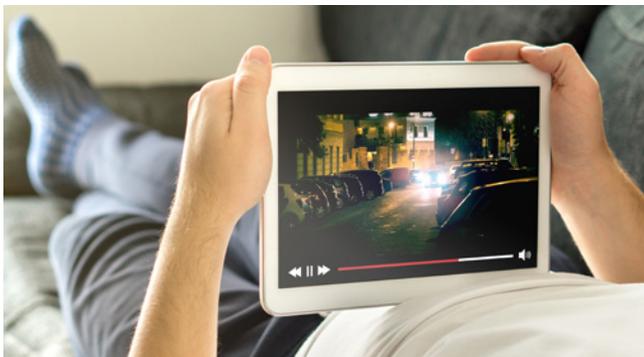
Video service providers, whether they are multiple video service providers (MVSPs) with existing cable or telco infrastructures, IP over-the top (OTT) streaming services or studio/programmers creating direct-to-consumer (DTC) initiatives can maximize their revenues through targeted advertising, personalized user experiences and advanced analytics.

However, deciding and creating the best method for a reliable, scalable targeted advertising delivery solution requires video design expertise and vast technical integration experience. Which is why CommScope created Advertising Discovery Services.

This new offering helps video service providers analyze the logistics, costs, and revenue benefits of deploying targeted advertising. As an investigative and planning effort, Advertising Discovery Services helps ease the decision-making process with five crucial steps required to successfully deploy an on-premises or cloud-based targeted advertising platform:

- Defining and reviewing business requirements and creating a solid business plan
- Drafting an end-to-end architecture that meets current and future needs
- Leveraging industry partnerships, if necessary, to create best-of-breed solutions
- Defining and documenting an operational and business blueprint
- Developing a high-level program/project schedule that will meet deadlines

So take advantage of CommScope's Advertising Discovery Services to help jump start or enhance your future advertising and associated revenue strategy. And then turn to CommScope for systems integration and deployment services. We work with industry-leading CommScope products, best-of-breed partner products and our own custom software teams to pull together a comprehensive solution. And our experienced teams manage the logistics and manpower needed to build it out in your network, verify it and turn over the keys or run it as a managed service.



For more information on Advertising Discovery Services visit [commscope.com/professional-services/video](https://www.commscope.com/professional-services/video)

CommScope pushes the boundaries of communications technology with game-changing ideas and ground-breaking discoveries that spark profound human achievement. We collaborate with our customers and partners to design, create and build the world's most advanced networks. It is our passion and commitment to identify the next opportunity and realize a better tomorrow. Discover more at commscope.com



commscope.com

Visit our website or contact your local CommScope representative for more information.

© 2020 CommScope, Inc. All rights reserved.

Unless otherwise noted, all trademarks identified by ® or ™ are registered trademarks or trademarks, respectively, of CommScope, Inc. This document is for planning purposes only and is not intended to modify or supplement any specifications or warranties relating to CommScope products or services. CommScope is committed to the highest standards of business integrity and environmental sustainability, with a number of CommScope's facilities across the globe certified in accordance with international standards, including ISO 9001, TL 9000, and ISO 14001. Further information regarding CommScope's commitment can be found at www.commscope.com/corporate-responsibility-and-sustainability.

CO-115154-EN (10/20)