

Marlin Use Cases

Part 2

Use Case Examples:

“The Right Price for Everyone”

Seamlessly combine ad-supported and user-paid business models

“Personalized Advertising”

Simultaneously increase ad-revenues and user satisfaction

“Just for friends”

Help subscribers manage their “online persona” and provide relevance beyond basic data services

“The Right Price for Everyone”

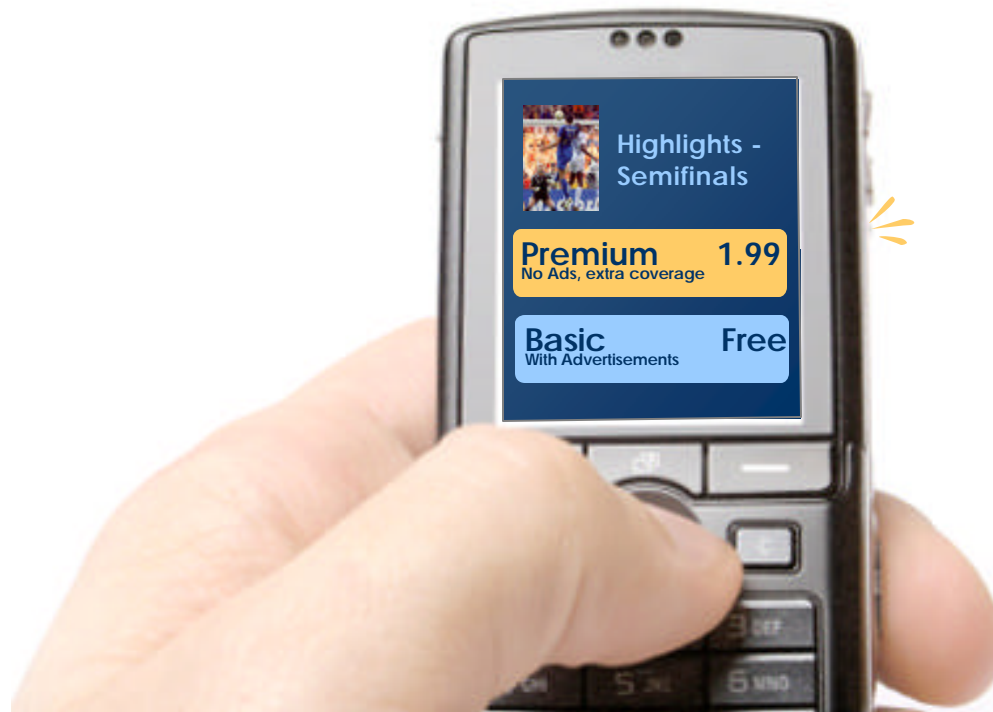
Seamlessly combine ad-supported and user-paid business models

“The Right Price for Everyone”



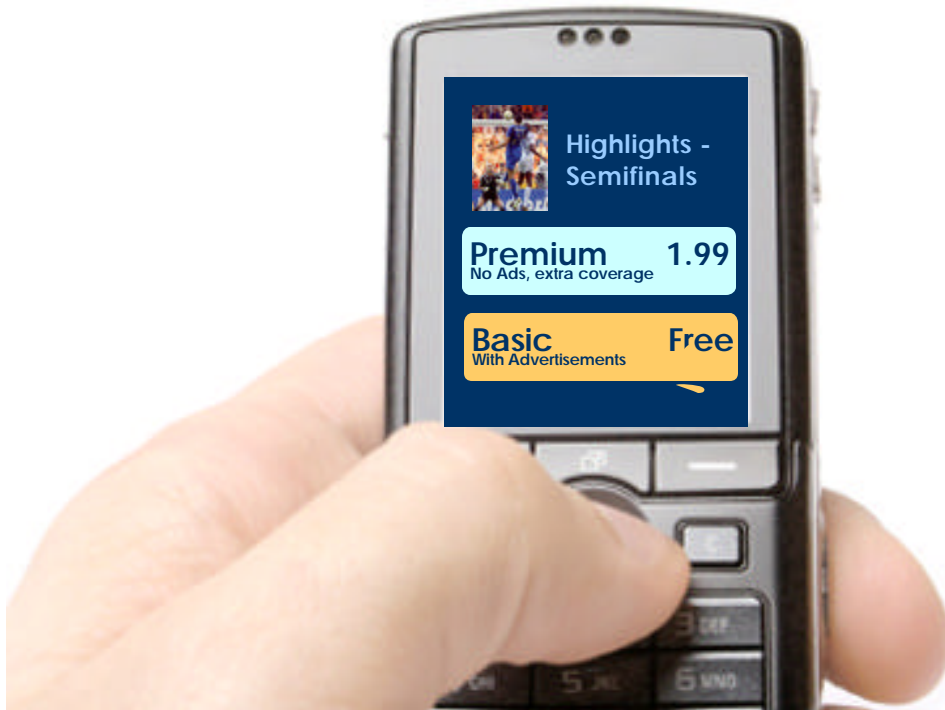
Carlo is a busy businessman, but he still likes to stay current on his favorite sports team.

“The Right Price for Everyone”



Carlo doesn't mind paying a small fee to watch the premium version without advertising.

“The Right Price for Everyone”



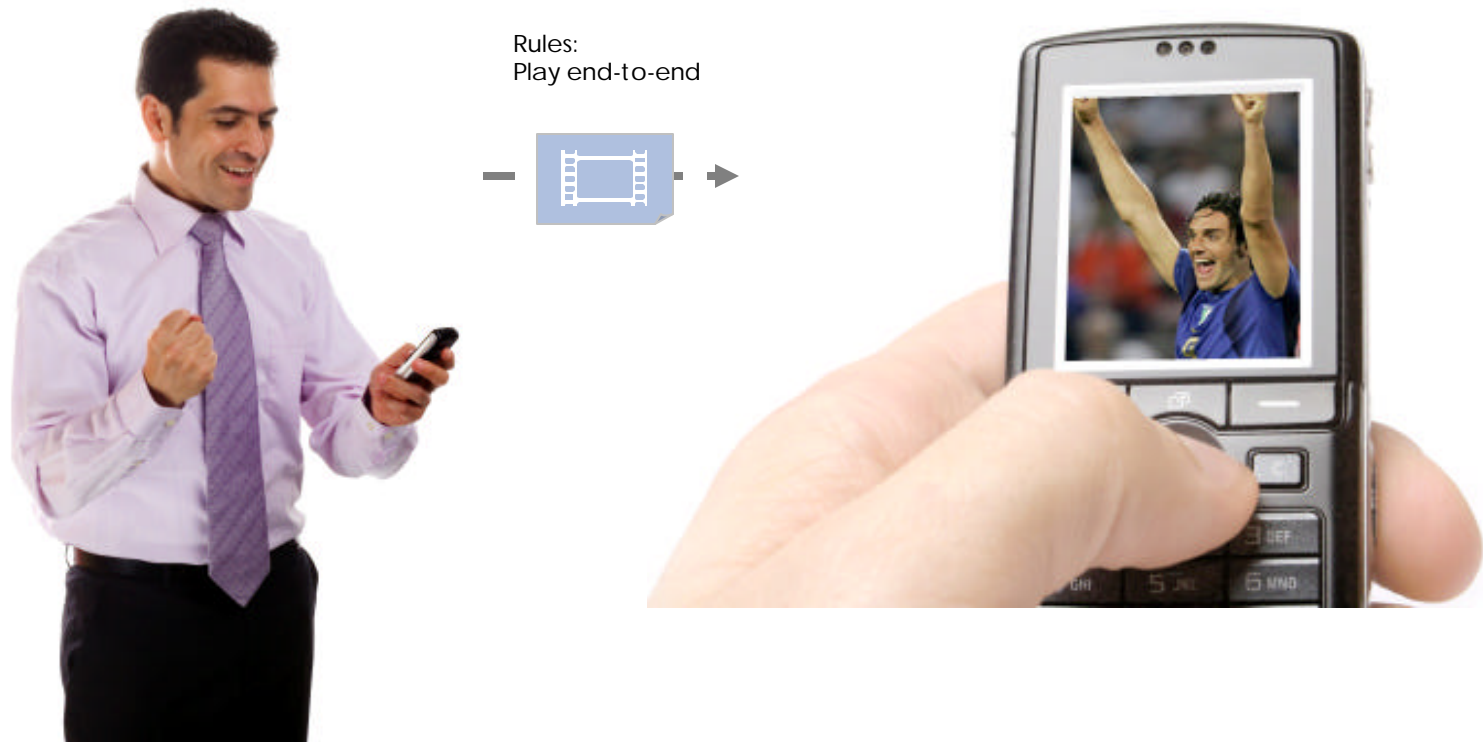
Angelo is a student and is on a budget. He doesn't mind watching a few advertisements if he can watch it for free.

“The Right Price for Everyone”



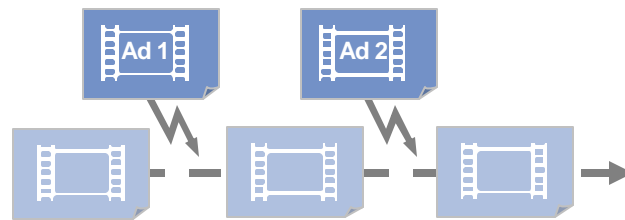
Carlo and Angelo both receive the same highlights video.

“The Right Price for Everyone”



Carlo's device receives rules that allow him to watch the entire show without advertisements.

“The Right Price for Everyone”



Rules:

- Play;
- Insert Ad1 @ x;
- Insert Ad2 @ y;



Angelo's device receives rules that two advertisements must be inserted into the program

“The Right Price for Everyone”



Since he is a premium subscriber, Carlo gets to see an additional segment that is omitted from the basic playback.

“The Right Price for Everyone”



Both are satisfied -- they got what they wanted -- and for a “price” that each could afford.

Business Benefits

Satisfy all types
of subscribers

Offer ad-based and user-paid models side by side to serve all viewer preferences.

Dynamic Ad-
insertion

Be responsive to advertisers. Time-sensitive ads can be rapidly added/removed from circulation or assigned validity periods.

Price
Segmentation,
Increased ARPU

Increase overall ARPU by segmenting the market. Extract supplemental ad revenue from subscribers who do not typically purchase content.

Improved metrics

Provide detailed ad-viewing metrics to advertisers; offer innovative pricing models based on actual ad-views

Technical Features

Simple Content Management

The same content file can support both ad-supported and user-paid business models.

No Post-production Editing

Splicing of ads is performed automatically. No need for costly and time consuming post-production media editing.

Flexible Delivery Options

Content and ads can be delivered via any available means: download; multicast; unicast stream -- or any combination.

Efficient Network Usage

Content/Ads can be pre-downloaded (i.e. pushed) using “best effort” delivery – bandwidth can be prioritized for voice traffic.

“Personalized Advertising”

*Simultaneously increase ad-revenues and
subscriber user experience*

“Personalized Advertising”



Marissa and Deval both like to watch their favorite show on their mobile. They don't mind watching a few ads to watch it for a reduced price.

“Personalized Advertising”

Female
Age: 35
Married



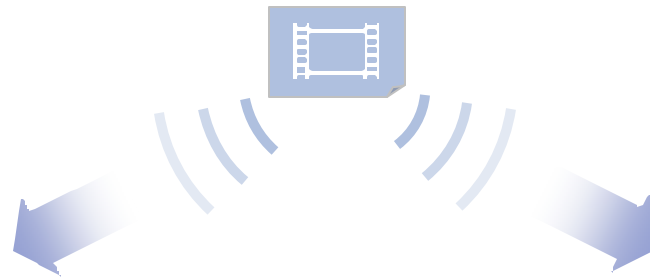
Male
Age: 22
Single



In return for watching fewer ads, they each have allowed their personal information to be used for targeting purposes.

“Personalized Advertising”

Female
Age: 35
Married



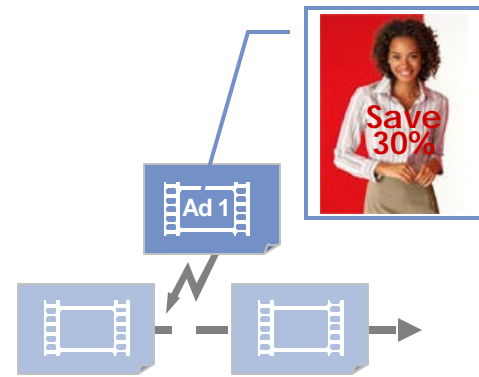
Male
Age: 22
Single



They both receive the same file containing an episode of their favorite show.

“Personalized Advertising”

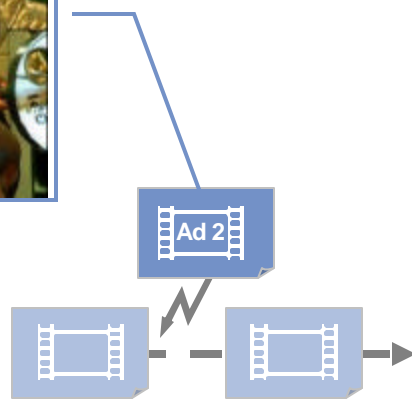
Female
Age: 35
Married



Rules:
• Play;
• Insert Ad1 @ x;

Marissa's license specifies an advertisement for a sale at a local women's clothing store.

“Personalized Advertising”



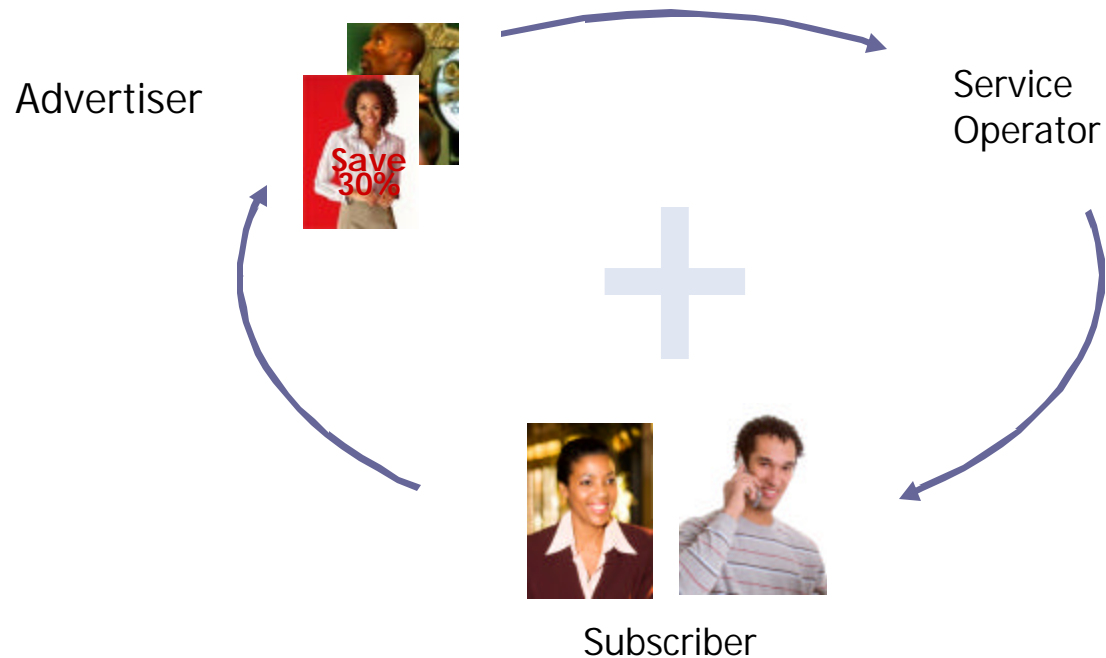
- Rules:
- Play;
 - Insert **Ad2** @ x;



Male
Age: 22
Single

Deval's license requires that an advertisement for a nearby *men's fitness club* be inserted.

“Personalized Advertising”



Everyone benefits... *Advertisers* reach their targets;
Viewers watch their shows with better/fewer ads;
Operators improve ad revenue & subscriber satisfaction.

Business Benefits

Significantly
increase Ad
Revenue

*Targeted ads can yield ~10x revenue over
mass-market ads.*

Better Serve
Customers

*Ads that match a viewers' interests are less
likely to be an annoyance to subscribers.*

Better subscriber
experience

*Exploit opportunity to share the benefit with
consumers... more revenue per ad can result
in fewer ads watched = better experience
than competition*

Better Serve
Advertisers

*Combine with ad-viewing data to offer
advertiser metrics about actual audience.*

Technical Features

Reusable
Infrastructure

Relies upon same ad-insertion mechanism as used for non-targeted ads.

Incremental
Deployment

Incrementally add targeting features as level of expertise grows.

Integration
flexibility

Create your own simple targeting engine or integrate with an existing ad service – based on your budget and level of sophistication required.

Efficient content
delivery and
management

The same content is distributed to all recipients, but different ads are sent separately. Rules determine how many ads are inserted, and which ones.

“Just for Friends”

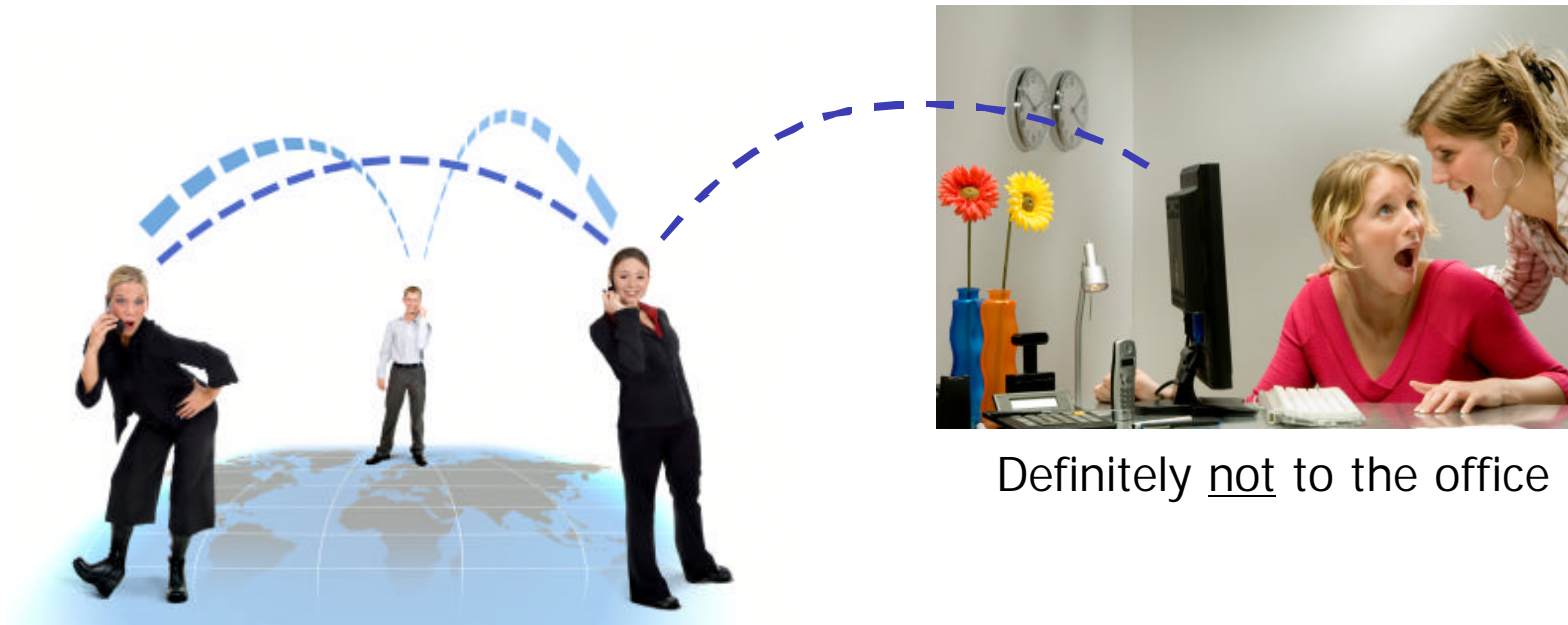
*Help subscribers manage their online “persona”
and sharing of their personal media*

“Just for Friends”



During the week, Andreas works for a prestigious firm in the city. Like anyone else, he likes to “loosen up” on the weekends.

“Just for Friends”



Definitely not to the office

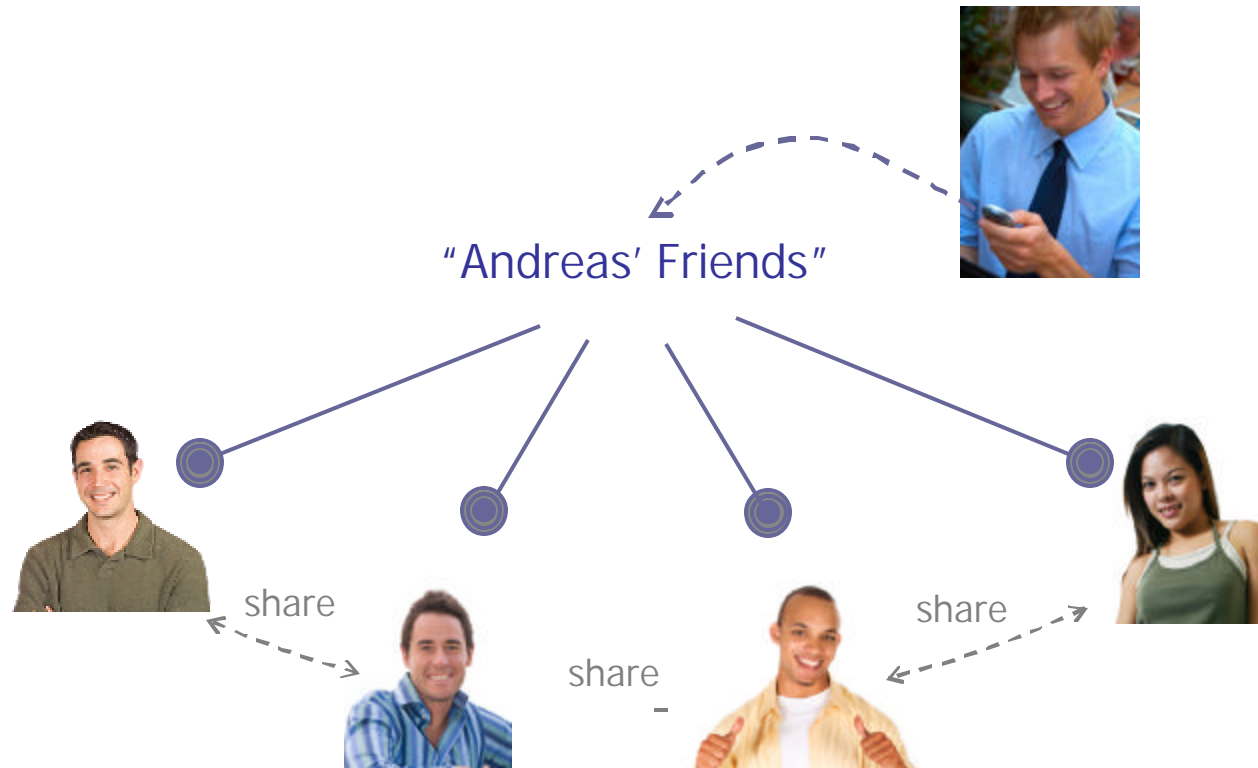
He'd like to share some photos and video of last night's party to friends in his social network -- but he's cautious about it "getting around"

“Just for Friends”



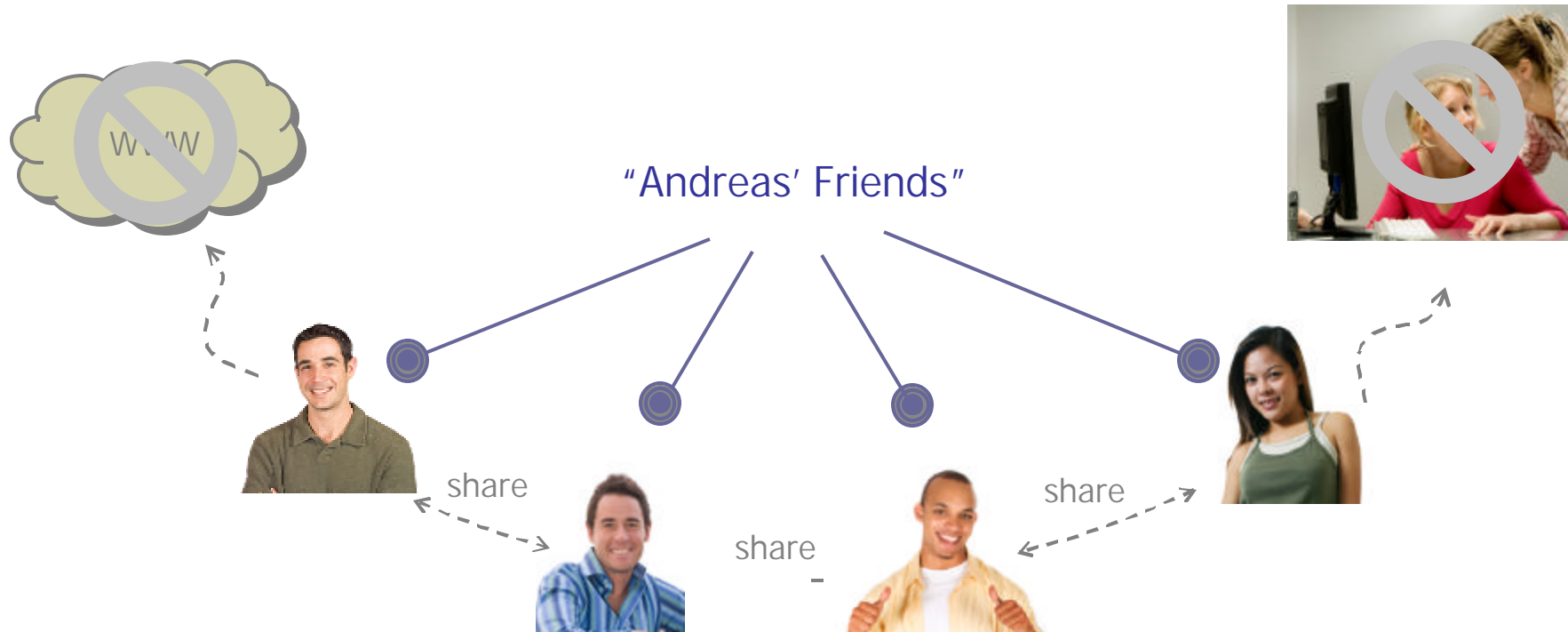
Members in Andreas’ friend list can automatically “subscribe” to his photos and videos.

“Just for Friends”



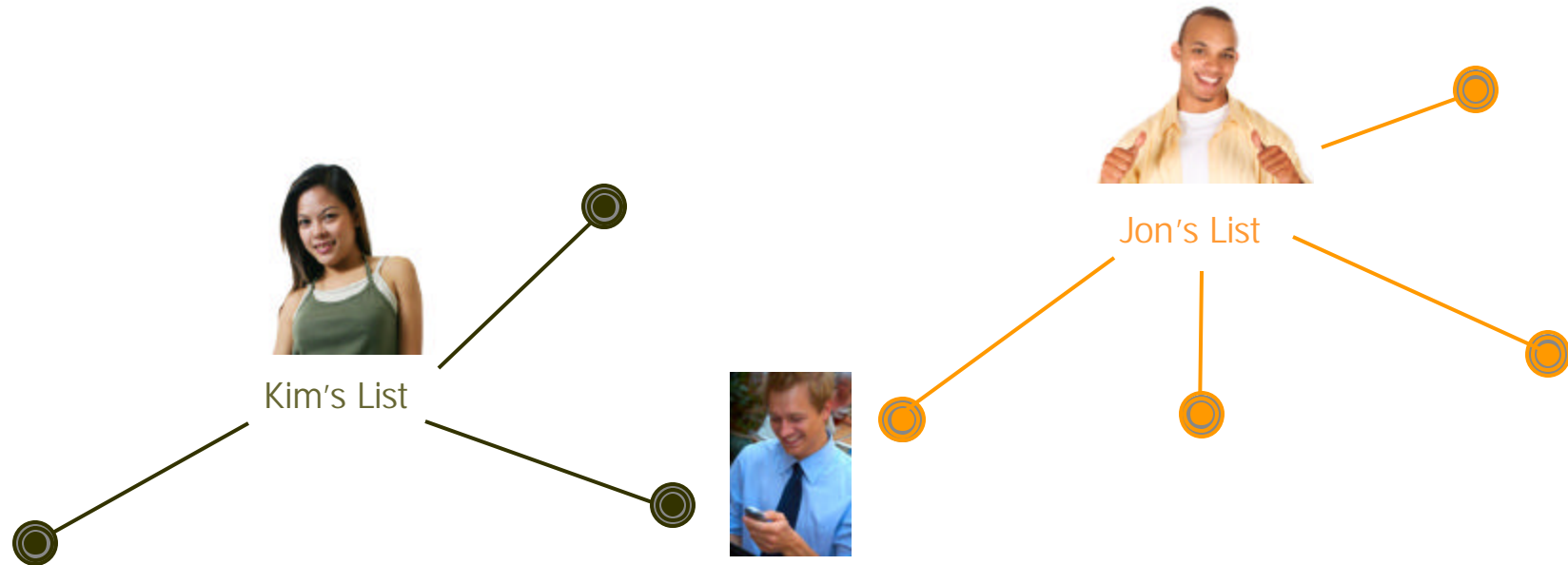
The photos and videos he posts can be viewed and shared between friends on his list (subscribers)...

“Just for Friends”



However, if his friends post his files on the internet or share with others, they cannot be viewed.

“Just for Friends”



Andreas also “subscribes” to his friends’ photos. They all feel comfortable sharing with their mobile, knowing that it will stay “just between friends”.

Business Benefits

Extend relevance
and value

Become a part of subscribers' "online persona management" process. Extend beyond role of simple data service provider.

Reduce churn

Make service "sticky" amongst groups of friends. Switching costs become more personal.

Upgrade potential

Increased photo and video sharing will drive subscribers toward higher ARPU data plans.

Technical Features

Scalable

Marlin “link”-based architecture naturally supports social network applications. Easily scales to meet demands of large networks.

Dynamic linking

Link expiration and renewal flexibly supports the dynamic nature of social networks.

Flexible rule expressions

Efficiently supports multiple user-specified categories. E.g. “Photo can be viewed by ‘Friends’ OR ‘Family’” – no need to generate different licenses for different users.
