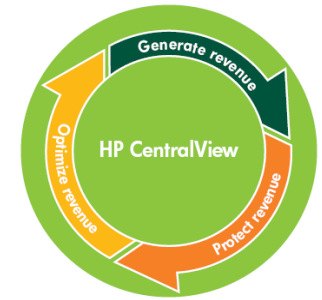


# HP helps Customer grow video service and advertising revenue



## HP CentralView Video Usage Insight

Companies must position themselves as value added as opposed to a pipe. Greater knowledge of customer usage and advertising viewing behavior enables targeted campaigns to increase customer base, increase purchase of video-on-demand (VOD) and place targeted advertising.

Objective	Approach	Results
<ul style="list-style-type: none"><li>• Grow customer base and usage of video and high value services</li><li>• Grow advertising revenue</li><li>• Implement targeted marketing campaigns</li></ul>	<ul style="list-style-type: none"><li>• Capture all video-generated data received – regardless of source – normalize and correlate</li><li>• Analyze usage and buying behaviors across demographics</li><li>• Segment for targeted campaigns and advertising</li><li>• Data transformation, summaries and views, feeds to other systems</li></ul>	<ul style="list-style-type: none"><li>• Service and customer usage data (i.e. VOD) used to:</li><li>• Analyze usage and buying behaviors across demographics</li><li>• Create new services</li><li>• Develop special content offers</li><li>• Perform targeted advertising</li><li>• Analyze churn</li></ul>

For more information, visit [www.hp.com/go/centralview](http://www.hp.com/go/centralview)