

# ReportVu

## Management Insight Solution



### Delivering Management Insight

"If you can't measure it, you can't manage it." **ReportVu™** is a management toolkit within the **xVu™** suite, Mariner's flagship IPTV service assurance solution suite of products.

### Product Overview

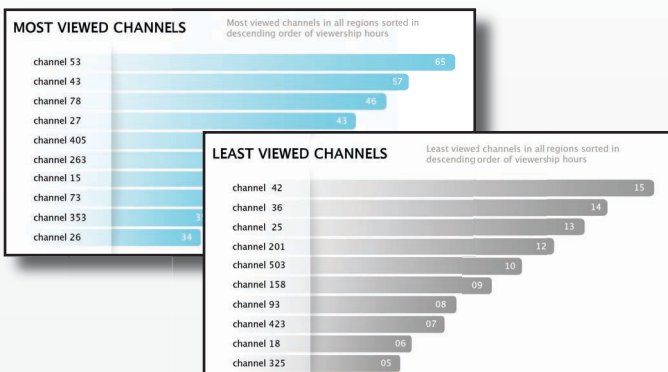
ReportVu combines Customer Viewership statistics (channel viewership patterns, rating and share) with Service Quality reports to deliver unique insight into the overall Customer Experience delivered to your IPTV customers.

### Business Benefits

ReportVu provides insight into customer viewing habits and overall TV performance, enabling:

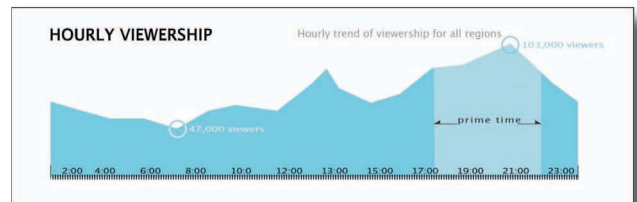
- A focus on continuous improvement: Spot service quality trends and take management action to correct.
- Clear visibility into TV performance: Find and address your "at risk" customers.
- Viewership Insight: Understand how your content is supporting your business (and when it's not).
- Potential targeted advertising-based revenue streams through user activity/statistics.

#### Channel Viewership Report



\* Reports may not appear as shown. Different features sold separately.

#### Hourly Viewership (Report)



### Core Service Features

#### ReportVu - Datamart

- Access to xVu Synthesized and correlated Datamart to run ad hoc reporting, using 3rd party Business Intelligent tools
- Connect any 3rd party reporting or business intelligent tool (Crystal Reports, Cognos, etc.)
- Documentation: Data Dictionary and sample queries

#### ReportVu - Standard Edition

- Report Administration
- Ad Hoc Reporting
- The following reports are included:
  - Top 100 Customers at Risk (Customers at risk based on most STB errored minutes of viewing experience)
  - Channel Viewership report

#### ReportVu - Advanced Viewership Edition

- 24 hours a day by hour with total viewership
- Total Ratings and share per hour
- Customized reporting for viewership insight

#### ReportVu - Advanced Quality of Experience Edition

- Viewership
  - Total Viewership per hour
  - Total Ratings per Hour
  - Access Performance
  - Element Outage Reports
- Quality of Experience
  - Month to date reporting
  - Total Share per Hour
  - Channel Performance