

# VoiceMaster<sup>®</sup>

## Content Management and Billing

### KEY FEATURES

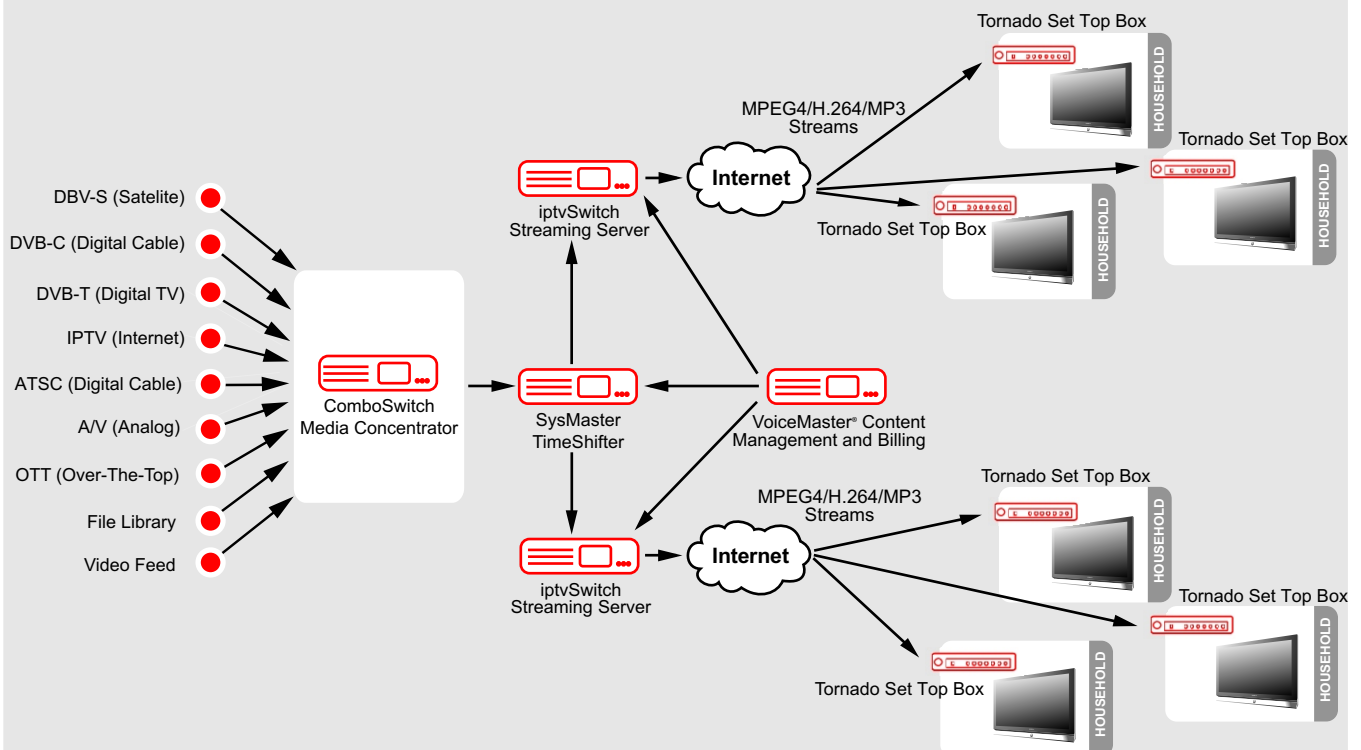
- Real-Time Authentication and Billing
- Pre-Paid and Post-Paid Content Billing
- Management of Content Objects, Lists and Plans
- Time Scheduling of Content Objects
- Support for Chat, Weather, News, Email and Other Services
- Comprehensive Reporting
- Real-Time Reporting of Active Channels
- Interactive Consumer Surveys

### Product Overview

VoiceMaster<sup>®</sup> Content Management and Billing is a robust and scalable server, specifically designed for management and billing of audio and video content in IPTV, Video-on-Demand, Audio-on-Demand, and Pay-per-View infrastructure. The product supports pre-paid and post-paid billing and can effectively organize and manage audio and video content in the form of content objects, lists and plans. VoiceMaster<sup>®</sup> Content Management and Billing server easily integrates with SysMaster's ComboSwitch Media Encoder, iptvSwitch Streaming Server and Tornado Digital Media Center Into a fully integrated IPTV delivery solution.

### VOICEMASTER CONTENT MANAGEMENT AND BILLING

#### NETWORK DIAGRAM WITH VoiceMaster<sup>®</sup> CONTENT MANAGEMENT AND BILLING



# VoiceMaster®

## Content Management and Billing

### Real-Time Authentication and Billing

VoiceMaster® Content Management and Billing server offers real-time authentication and billing of subscribers. The product dynamically authenticates subscribers who request content, and authorizes content delivery based on account permissions and available balances. During content delivery, the product performs real-time billing which reduces the risk of uncollectible accounts.

### Pre-Paid and Post-Paid Billing of Content

VoiceMaster® Content Management and Billing server supports both pre-paid and post-paid content billing, which provides extra flexibility for providers. The pre-paid billing option reduces the risk of uncollectible accounts which enables providers to offer services on a global scale. IPTV bills all content requests in real-time to ensure that services are provided only to subscribers with sufficient account balances.

### Management of Content Objects, Lists and Plans

VoiceMaster® Content Management and Billing server offers intelligent management of audio and video streams and online services. Each content type is treated as a content object; such objects can be grouped into lists and bundled into content plans. The end-user can subscribe to his/her preferred content plan and access all content objects associated with it.

### Time Scheduling for Content Objects

VoiceMaster® Content Management and Billing server offers flexible time scheduling for content objects. System administrators can define when and how each content object will be made available to subscribers. That feature is particularly important for scheduling the delivery of Video-on-Demand and Pay-per-View content to subscribers.

### Support for Chat, Weather, News, Email and Other Services

VoiceMaster® Content Management and Billing server also supports management of online services such as Chat, Weather Information, News, Email, Currency Information, Picture Slide Shows and others. The product allows system administrators to set up, enable and bundle such services into content plans.

### Comprehensive Reporting

VoiceMaster® Content Management and Billing server offers comprehensive real-time reporting capabilities which enable providers to manage their businesses more effectively. The product provides multiple customizable reports, including revenues, expenses, credit/debit transactions and others.

### Real-Time Reporting of Active Channels

VoiceMaster® Content Management and Billing server offers real-time reporting of all channels that are being watched by subscribers. That functionality is useful for providers who want to conduct people-metric analyses or evaluate the viewer demand for a particular channel or program.

### Interactive Consumer Surveys

VoiceMaster® Content Management and Billing server offers interactive Consumer surveys functionality which enables providers to collect information from subscribers while they watch their favorite TV channels. Survey questions can be defined in either closed-ended (multiple choice) or open-ended (no preset answer) formats. The survey functionality is attractive for service providers who want to conduct marketing research or measure results from advertising campaigns in real-time.

### 100+ Over-The-Top (OTT) and Free-To-Air (FTA) Channel Support

The server includes over 100 built-in OTT and FTA channels that allow service jump-start with a large number of pre-defined channels. In addition, the OTT channels do not require bandwidth support because the STB devices will access them directly without connecting to the Streaming server. OTT and FTA channels are great IPTV service complement that provides better channel variety and selection.



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