



## DATA SHEET



# VeriSign® Interactive TV Services

Mobile messaging and online devices are changing the way viewers watch TV, enabling media and broadcast companies to create interactive media campaigns that can help to increase revenue, strengthen customer loyalty, and attract sponsors. VeriSign® Interactive TV Services provide the tools, expertise, and connectivity to create, manage, and track high-volume interactive media campaigns. Using the managed services platform, companies can quickly launch revenue-generating premium programs for interactive media campaigns such as voting, sweepstakes, media alerts, trivia, and text-to-screen content. As an established services provider, VeriSign has the real-world experience, local market insight, carrier relationships, and technology platform to help ensure that interactive media campaigns are executed successfully—regardless of message volume, number of carriers, or location.

### + Global Connectivity

Interactive media campaigns require SMS/MMS connectivity to mobile carrier networks in the countries or regions where a campaign is launched. VeriSign maintains more than 120 direct mobile network connections in North America, Europe, and Asia Pacific, and reaches more than one billion wireless subscribers worldwide. Deep, long-standing relationships with Tier 1 and Tier 2 carriers in these regions enable VeriSign to rapidly expedite campaign launches: connectivity, billing processes, and working relationships are already in place.

### + Industry Expertise and Local Market Insight

VeriSign has delivered more than one hundred interactive mobile programs for media companies, and has launched, managed, and powered hundreds of mobile campaigns. VeriSign Interactive TV Services are supported by seasoned Account Managers who provide strategic guidance and creative support for mobile campaigns and media programs. Fluent in the complexities of carrier compliance and provisioning in multiple countries, they can provide region-specific information on market trends, government regulations, premium pricing, and more.

## KEY BENEFITS

### *Comprehensive Program Offerings*

VeriSign Interactive TV Services offer the flexibility to configure and deploy many types of programs, such as:

- + Voting
- + Sweepstakes
- + Trivia
- + Text-to-screen
- + Moderated text-to-screen chat
- + Media alerts and subscriptions
- + Content and video downloads

The service includes:

- + Reporting and analysis tools
- + Cross-carrier and premium Short Message Service (PSMS) billing
- + Content up-selling and cross-selling
- + Support for interactive voice response (IVR) and instant messaging (IM)

VeriSign provisioning and routing of short codes (i.e., the five-digit numbers used by viewers to send text messages) across carriers, minimizes the burden on in-house personnel and enables companies to accelerate time to market.



Where it all comes together.™



## KEY BENEFITS

### *Enables New Revenue Streams*

VeriSign® Interactive TV Services enable media companies and networks to create high-volume interactive media campaigns that not only generate SMS premiums and incremental revenue, but also strengthen customer loyalty.

### *Accelerates and Simplifies Launches*

VeriSign provides a managed service which helps to enable customers to accelerate time to market by leveraging VeriSign's established infrastructure, tools, and carrier connectivity.

### *Performs Reliably at High Volumes*

Interactive TV Services handle thousands of viewer interactions per second.

### *Facilitates Carrier Participation*

Having worked years with VeriSign on interactive media campaigns, Tier 1 and Tier 2 carriers already trust VeriSign technology and expertise.

### *Leverages Deep Expertise and Local Market Insight*

Industry veterans with hands-on experience offer creative and operational support, as well as local market insight to ensure that campaigns meet the legal, technical, and market requirements of specific regions and countries.

## + Proven Performance

A high-volume interactive television campaign must accommodate millions of transactions within a single show. The VeriSign Interactive TV Services platform reliably transmits thousands of viewer transactions per second—for some of the most popular audience participation programs on television. For high-volume campaigns, the platform can be deployed in geographically redundant data centers, and dedicated operations staff can closely monitor each program to ensure that carrier and billing connections function optimally throughout the show.

## + Real-Time Reporting, Skilled Analysis

VeriSign Interactive TV Services include a complete suite of reporting features. Using a secure, Web-based interface, program managers can generate preliminary night-of-show reports and detailed reports the following day. Program managers can access real-time information while a program is in progress. Post-launch, the company's VeriSign Account Manager analyzes program metrics to identify opportunities to increase audience participation, cross-sell additional content (e.g., ring tones), and remind the audience of upcoming programs or events. The VeriSign Account Manager can also help the company identify metrics such as premium revenue and audience participation in order to fine-tune campaigns and entice sponsors.

## + Three-Screen Capability

VeriSign is one of the first service providers that can enable the integration of television services with mobile and broadband channels. Using VeriSign Interactive TV Services, media companies can use the mobile channel to market content such as contestants' voice tones, performance ring tones, graphics, voting reviews, and text-to-screen reviews. The broadband channel can be used to market content such as high-definition broadcast replays, contestant profiles, and performance archives. Other three-screen ready applications include mobile alerts and invitations to participate in mobile trivia and sweepstakes.

## + Intelligent Portal Services

To increase audience involvement and create additional revenue channels outside of program hours, media companies may optionally choose to offer content through VeriSign® Intelligent Portal Services. The services provide a Web-based and a Wireless Access Protocol (WAP) based storefront, optimized for mobile devices, through which media companies can re-sell branded content, offer video downloads, and provide dynamic content. The portal is supported on multiple devices and offers premium billing, full content management, multi-language support, and reporting and analysis.

Visit us at [www.VeriSign.com](http://www.VeriSign.com) for more information.