

Small Market Solution

Features

- Same reliable MediaHawk software used by the MSOs
- Cost-effective, pre-integrated VOD solution
- Turnkey starter configuration supports 480 streams, 4,800 subscribers and 860 hours of SD MPEG-2 content
- Flexible stream and storage with modular upgrades
- Supports future On-Demand services such as network-based DVR



Concurrent **Small Market Solution (SMS)** is an affordable, turnkey Video-On-Demand (VOD) solution for smaller cable systems looking to offer VOD to their digital cable customer base. Experience shows that small operators can increase revenue and reduce churn by offering a compelling VOD product. For a system with 4,800 digital subscribers and average VOD and SVOD buy rates, system operators have seen a return on investment in as few as 15 months.

Concurrent's VOD system represents one of the most powerful and flexible systems available in the marketplace today. Unlike older generation servers, Concurrent's VOD solution pragmatically separates the video streaming engine from the storage arrays. This allows operators to independently scale streams or storage, thereby improving flexibility and reducing equipment costs.

Concurrent's Small Market VOD Solution is perfect for system operators that have up to 4,800 digital customers. The solution for this market supports 480 simultaneous streams and 860 hours of MPEG-2 content. The Concurrent system is very flexible and is easily expanded to support more streams as the customer base increases and to support more storage as content offerings increase.

This turnkey system includes all of the VOD system components necessary to get the system launched including: Gigabit Ethernet-based VOD servers, Concurrent's VOD Business Management System (BMS), on-site installation, one year return to factory (RTF) warranty, 30 hours of 24x7 telephone based customer support for one year, comprehensive system operation and maintenance training and spare kits including all replaceable components.

The cable system will be responsible for providing the VOD content, VOD content catcher(s), VOD transport gear, set-top boxes and network/transport switches.

To be eligible for the turnkey system, your cable system should consist of the following:

- TV Guide A24
- Harmonic NSG Model 8108
- Gigabit Ethernet transport
- Cisco 4006/4509 switches and larger
- TVN or Tandberg MediaPath Content Catcher or Tandberg MediaPoint AMS
- Supported Billing Systems: CSG, Amdocs, ICOMS (Convergys) or ETI CableBridge