



ADVANCED TV SOLUTIONS FOR BROADCASTERS

Extract greater value from linear TV

Amobee's Advanced TV Platform helps broadcasters and advertisers extract greater value from their linear TV investments through sophisticated audience-based planning tools and solutions.

Advanced TV Platform capabilities

Sophisticated planning capabilities to unify workflow across each phase of the TV planning, selling, and stewardship lifecycle.

Advanced TV Planning and Selling

Supports planning and selling advanced audiences against a discreet set of inventory for Upfront and Scatter markets.

Advanced TV Order Management and Plan Stewardship

Provides pacing and reporting against advanced audience campaigns, allowing sellers to manage delivery guarantees.

Real-Time Target Creation

Allows users to create and forecast advanced audiences from a vast library of behavioral and lifestyle segments, or ingest 1st party data for planning optimization.

On-Demand Target Ranker

Provides users with insights into inventory performance against Strategic Target audiences. Utilized as a tool to predict inventory performance, inform stewarding decisions, prospect and validate target audiences.

Order Entry

Facilitates the ingestion of orders into an Order Management System, allowing planners to initiate reporting and sales to show revenue.

Advanced TV Platform features

Granular controls to support broadcaster business rules and allow flexibility and management of plan outputs.

Pricing Controls

Allows users to apply pricing factors to rate card unit costs (premium/discount) at the level of granularity desired (network, daypart, network *and* daypart, selling title).

Saturation Controls

Allows user to generate plans that limit viewers exposure to creatives from the same advertiser to increase plan clearance.

Separation Controls

Allows users to adhere to spot caps against a category or product to mitigate separation issues and increase plan clearance.

Automated Plan Scoring

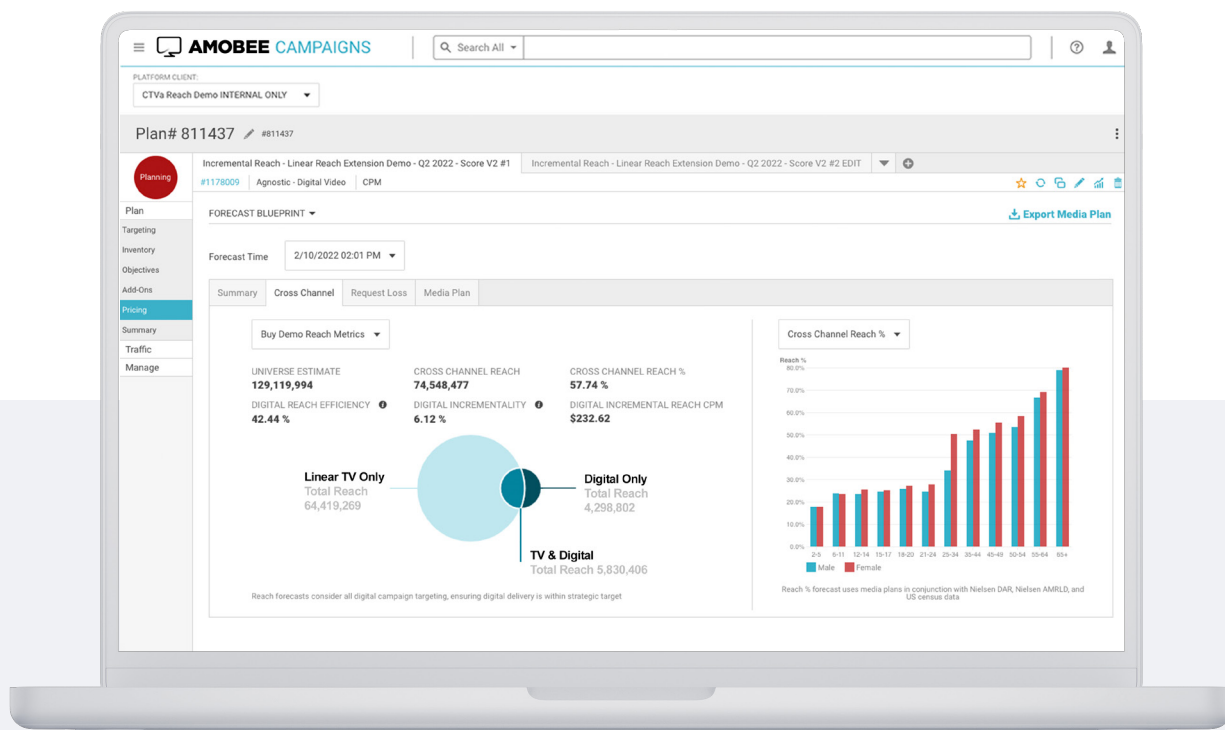
Allows users to analyze performance on a Strategic Target against an existing schedule, whether traditional or created through the platform.

Base Aware Planning

Allows users to plan in consideration of other schedules, whether to add incremental performance lift or adjust budgets during negotiation while maintaining brand integrity.

Advanced TV Platform: Flexible data planning solutions

Flexible data, optimization and audience discovery capabilities can meet the needs of any broadcaster or campaign planning scenario.



Sophisticated Planning Applications

A comprehensive feature set allows users to plan with varying degrees of constraints to create the ideal plan.



Users have the ability to define the level and types of constraints required to meet both business and client objectives. From open optimizations to identify the best performing inventory, to a highly constrained plans designed to meet client mandates, users have complete control of every rule and constraint.

Mid-Flight Optimization

Allows users to assess performance mid-campaign to help optimize schedules against the remaining inventory in order to meet guarantees.

Flexible Budget Planning

Allows users to cut or add incremental budgets during negotiation while holding other elements constant.

Base Plan Re-Optimization

Allows users to take traditionally generated plans and re-optimize them against the demographic or Strategic Target to assess potential value gained, or allow for Option planning.

Base Aware Planning

Allows users to add incremental budgets in consideration of plans already ordered (whether traditional or against advanced planning targets) to drive greater performance.

Flexible audience definitions

Our flexible data architecture allows clients to define audiences from a wide variety of data sources.

3rd Party Data

60,000 audience segments within the platform.

1st Party Data

Proprietary CRM data from a brand or agency.

Custom 3rd Party

Proprietary audience targets from a 3rd party data provider.

Flexible planning universes

Our flexible data architecture allows clients to plan against a variety of different universes using 1st or 3rd party data.



Allows users to create plans against the comScore universe.



Allows users to create plans against the Nielsen universe.



Allows users to create plans against the TiVo STB universe.



Allows users to create plans against OpenAP targets against the comScore or Nielsen universe.

Sophisticated audience insights

Target Validation

Allows users to assess fidelity and feasibility of target segments with a view of audience stability over the last eight quarters at a segment level.

Target Prospecting

Allows users to build proxy targets to run against a media owner's inventory portfolio in order to identify ideal prospects for Advanced TV deals.



Advanced TV Platform: Additional benefits

The Amobee Advanced TV Platform provides broadcasters with additional benefits and monetization opportunities.

1 Cross-Platform Solutions

- **Cross-Platform Planning and Packaging:** Allows users to forecast, package, and sell target audiences with the same data across all screens.
- **Cross-Platform Reach Extension:** Extend reach from TV to digital video by targeting un-exposed TV viewers.
- **Cross-Platform Reporting:** Allows client to provide four screen reports on delivery, reach and frequency with additional reporting on device overlap.

2 Connections and Markets

- **White Labeled Programmatic Platform:** Allows sellers to provide a White Labeled solution for sellers to negotiate and transact with increased automation.
- **Direct Connect PMPs:** Allows broadcasters to connect directly with advertisers and agencies through direct PMP with negotiation workflows.
- **Amobee Marketplace:** Allows broadcasters to fill inventory through Amobee's Marketplace for Programmatic Advanced TV campaigns.

3 Advanced Analytics and Attribution

Allows users to analyze performance on Advanced TV and Cross-Platform campaigns against a variety of metrics, including:

- **Brand Impact**
- **Sales Lift**
- **Foot Traffic Impact**
- **Website Visitation and Conversion**

4 Inventory and Yield Management

- **Portfolio Management and Yield:** Allows sellers to optimally plan and allocate campaigns against all sales channels.
- **Promo Optimization:** Allows sellers to evaluate the revenue and ratings trade-offs from airing a commercial spot vs. airing a promo spot.
- **More Accurate Demo Targeting:** Allows broadcasters to harness Amobee's Predictive Demo Targeting to eliminate waste on demo targeted digital video by roughly 25-30%.