

Campaign Director

Advanced media intelligence is critical for today's broadband operators. Concurrent's Media Data and Advertising Solutions (MDAS) portfolio gives operators an end-to-end solution for data management, operational analysis, interactivity and advanced advertising; the result is an unsurpassed 360-degree view of the consumer experience.

Concurrent's Campaign Director™ is a fifth-generation ad campaign management solution for iTV and broadband platforms such as video-on-demand, interactive and online. This advanced advertising suite consists of two components:

Campaign Director

A robust web-based enterprise application for managing campaigns across single or multiple system networks, Campaign Director supports a variety of ad types including pre-roll, post-roll, interstitial, telescoping, and ad replacement in time-shifted television. Campaign Director has built-in management and reporting modules and supports a variety of industry standards, including the latest advanced advertising specifications from both SCTE and CableLabs®.

Key features of the Campaign Director include:

- Full-featured, web-based campaign management
- Advanced demographic and geographic targeting parameters for precise targeting
- Forecasting and predictive reach modules
- Built-in reporting module with up-to-the-minute campaign statistics
- Content management and ingestion using the industry standard ADI specification
- Centralized management of Campaign Decision Engines
- APIs for third-party system integration

Campaign Decision Engine

The Campaign Decision Engine is a high performance, SCTE-130 compliant Ad Decision Service (ADS) capable of providing real-time targeted ad placements for various types of placement opportunities. Using its patented targeted advertising technology, the Campaign



Campaign Director is an integral part of Concurrent's MDAS portfolio that enables highly targeted advertising

Decision Engine applies a variety of geographic and demographic targeting parameters, along with other exposure, separation and saturation rules supplied by Campaign Director to respond to requests for ad decisions.

Key features of the Campaign Director include:

- Rules-based targeting engine for exposure, separation & saturation
- SCTE-130 compliant Ad Decision Service (ADS)
- Distributed high performance component real-time decision making ability
- Built-in high availability and resiliency features
- Patented addressable targeted advertising technology

Management Features

- Product code separation
- Impression target – intelligent throttling and prioritization for meeting impression objectives
- Household/STB exposure control

- Week and day-part filtering
- Geographic and demographic profile management
- Content management and ingestion
- Role-based authentication and authorization security

Reporting Features

- Campaign Dashboard: provides a summary of all ad decision activity
- Campaign Details: provides information about a specific campaign with impression statistics
- Campaign Usage: provides key stats on campaign performance
- Billing Export: used to coordinate with third-party billing and accounting systems
- Campaign Performance: provides real-time statistics on the performance of individual campaigns

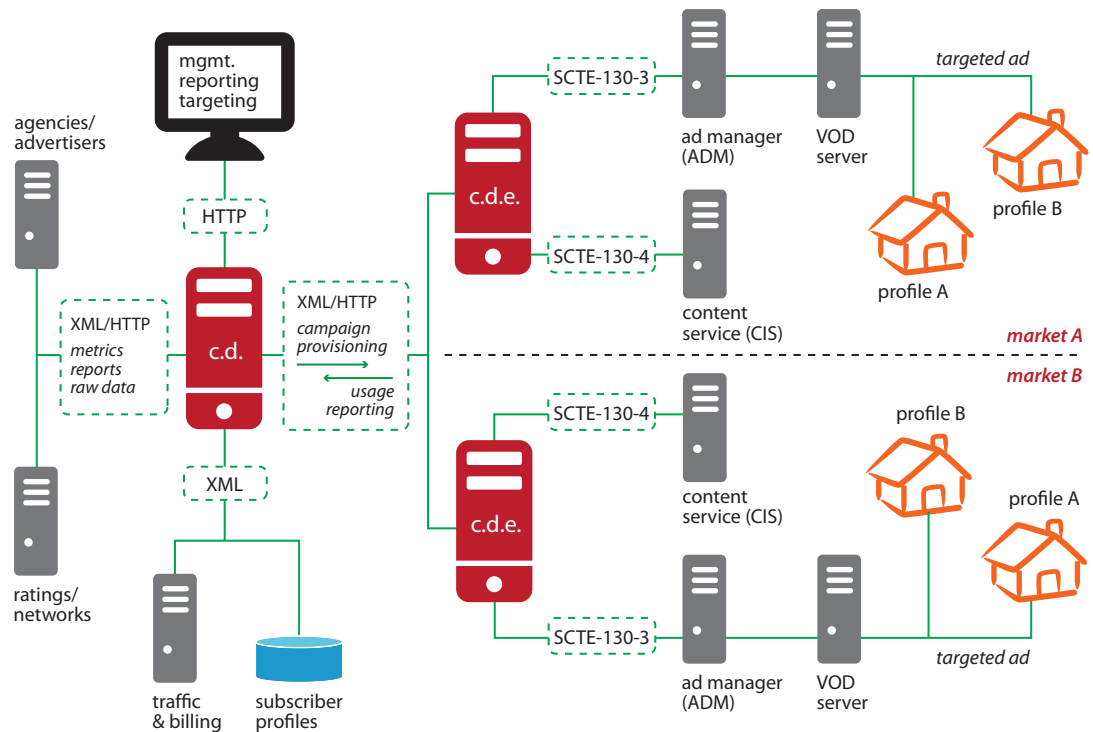
- Output formats include HTML, comma delimited, Microsoft Excel or XML

About Concurrent

Concurrent is a global leader in innovative solutions that enable the seamless delivery, management and monetization of video on any screen. Built on a solid foundation of video firsts and Emmy® Award winning technology, Concurrent's video delivery and media data solutions create a truly holistic, 360-degree view of the consumer video experience. Concurrent provides customers in the cable, telco, wireless, web, advertising and content development industries with new revenue opportunities such as advanced advertising. Concurrent's video solutions are built upon a rich heritage of high-performance real-time technology, which also powers solutions for the defense, aerospace, automotive and financial industries.

Architecture

The CD/CDE distributed architecture provides a fault-tolerant, high availability infrastructure to support enterprise deployments



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