

SCTE CABLE-TEC
EXPO'13
OCTOBER 21-24 / ATLANTA, GA

CAPTURING TV EVERYWHERE AD REVENUE WITH LOCAL LINEAR INSERTION

Venkat Krishnan

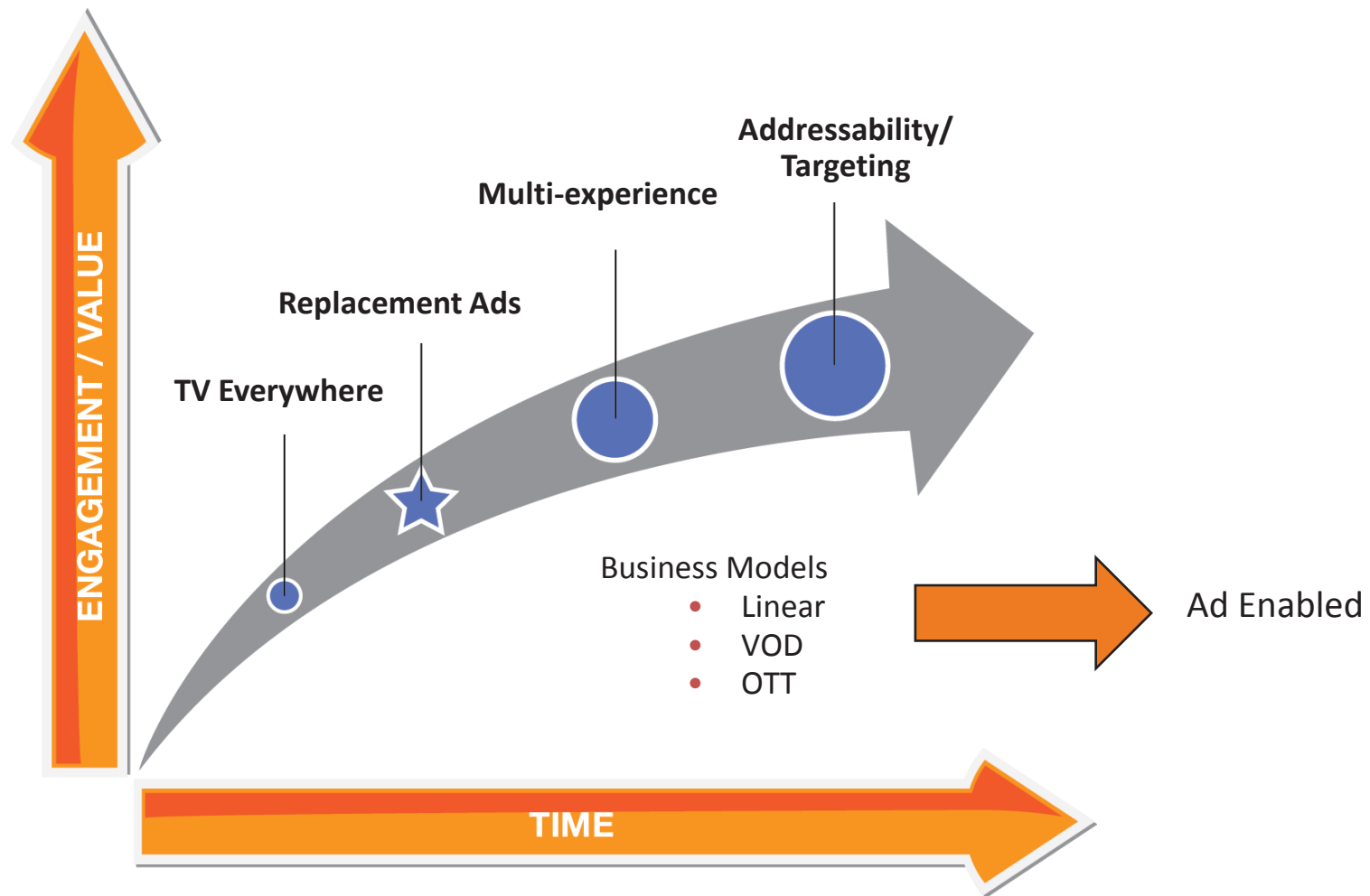
Vice President, Products

SeaChange International

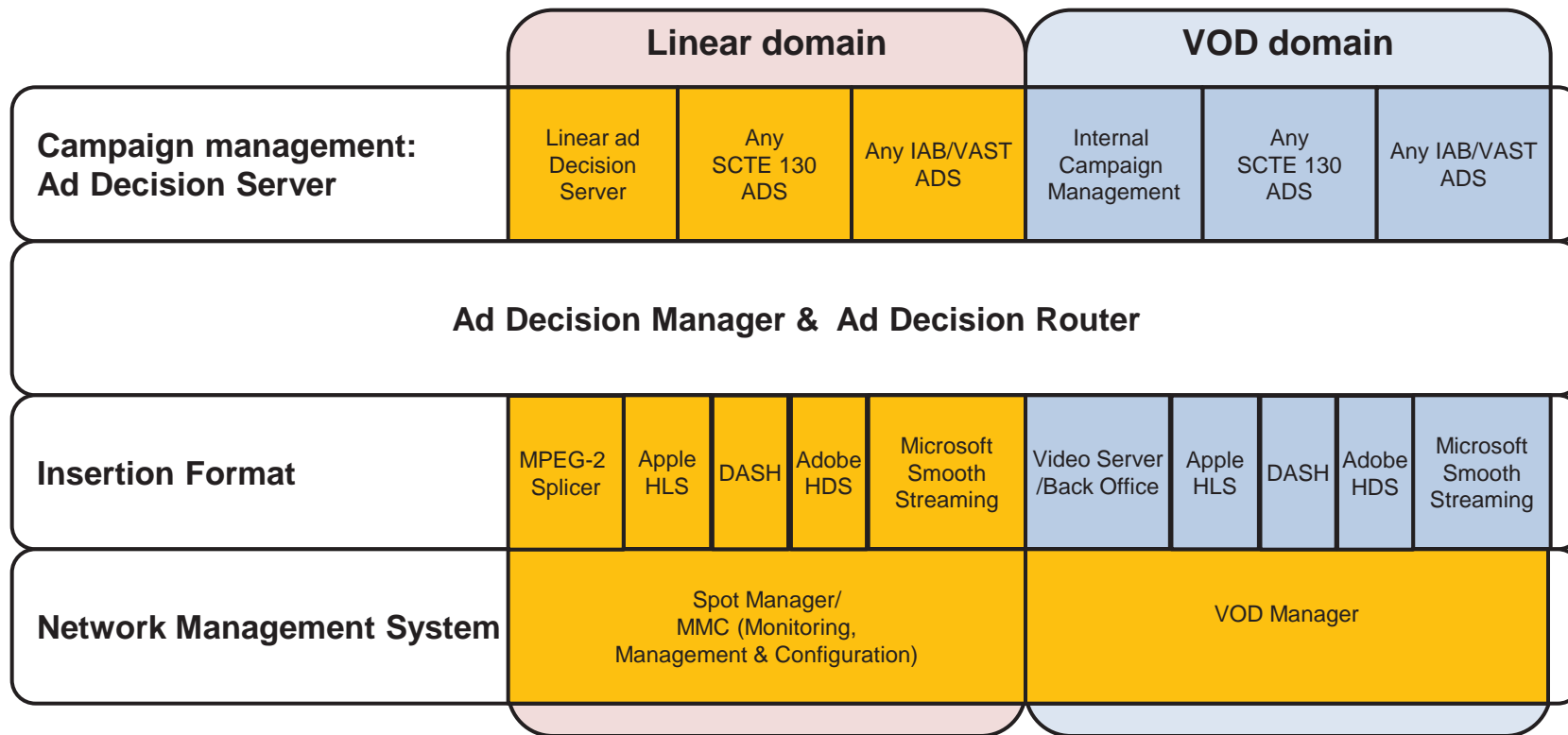
Tweet about today's session on Twitter  [#scteExpo](https://twitter.com/scteExpo)

expo.scte.org

The Evolution of Multi-screen Advertising



Monetization Framework



Playout Summary

Data Analytics | Monitoring | Operations | Administration | Logged In: admin | Log Out | Help

Overview | Schedules & Events | Videos | System
Alerts | **Playout Summary** | Geographic Summary

All Markets

Houston 45 97.2%	Atlanta 45 97.5%	Chicago 45 97.5%	Austin 45 97.7%	San Francisco 45 97.7%				
Boston 45 97.2%	Portland 25 98.2%	Gran Rapids 25 98.3%	Oakland 25 98.3%	New York 25 98.4%				
	West Palm 25 98.4%	Wichita 25 98.4%	Champaign 25 98.4%	Madison 25 98.4%				
Baton Rouge 19 98.7%	Jacksonville 19 98.7%	Los Angeles 19 98.8%	Kansas City 19 98.8%	Seattle 19 99.0%	Newport 19 99.0%			
Albany 19 99.0%	Baltimore 19 99.0%	Bridgeport 19 99.0%	Charleston 19 99.2%	Charlotte 19 99.2%	Cambridge 19 99.2%			
Columbia 19 99.2%	Greensboro 19 99.4%	Miami 19 99.4%	Orlando 19 99.6%	Raleigh 19 99.7%	Virginia Beach 19 99.7%			
Dallas 10 99.7%	Phoenix 10 99.7%	Sacramento 10 99.7%	Cleveland 10 99.7%	Indianapolis 10 99.8%	Nashville 10 99.8%	Tulsa 10 99.8%	0	0
Mephis 10 99.7%	Louisville 10 99.7%	Oxnard 10 99.7%	Hartford 10 99.7%	Rochester 10 99.8%	El Paso 10 99.8%	Toledo 10 99.8%	0	0
							0	0

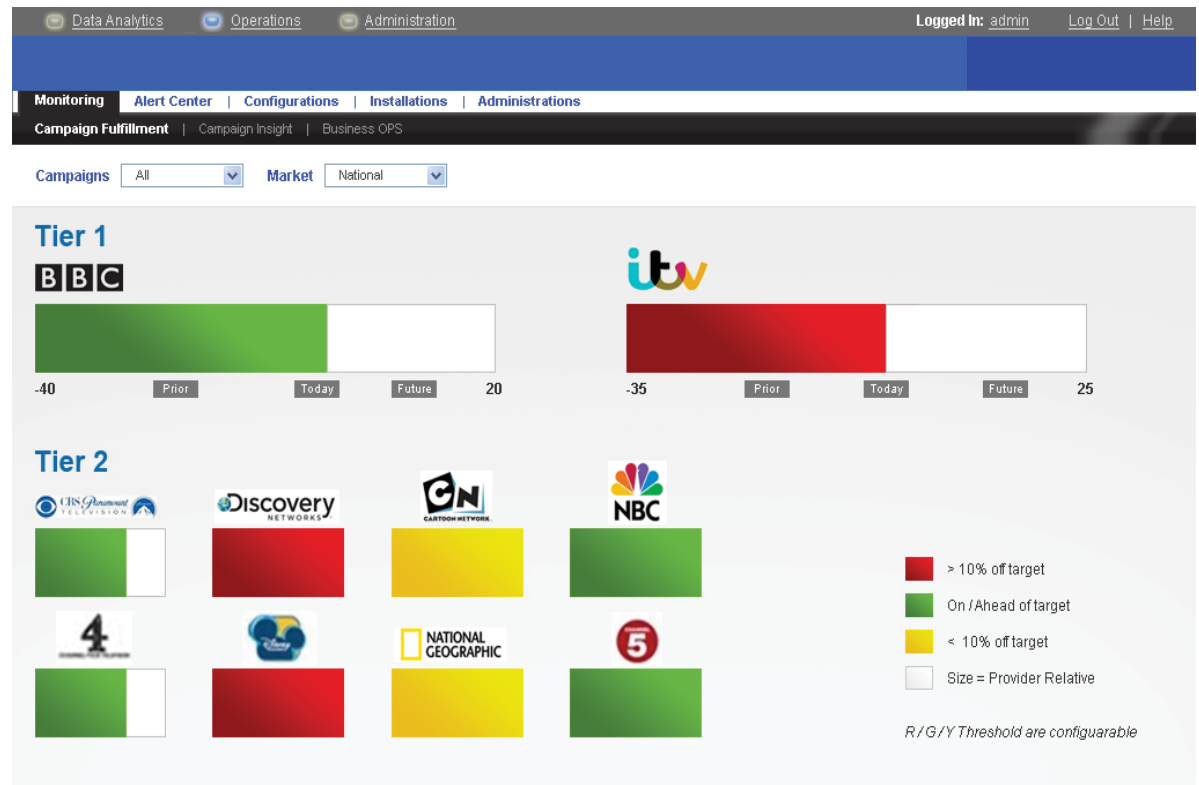
Last updated on Dec 31, 2011 07:00:00 AM EST Monitoring time frame: Past 8 hours - Future 8 hours



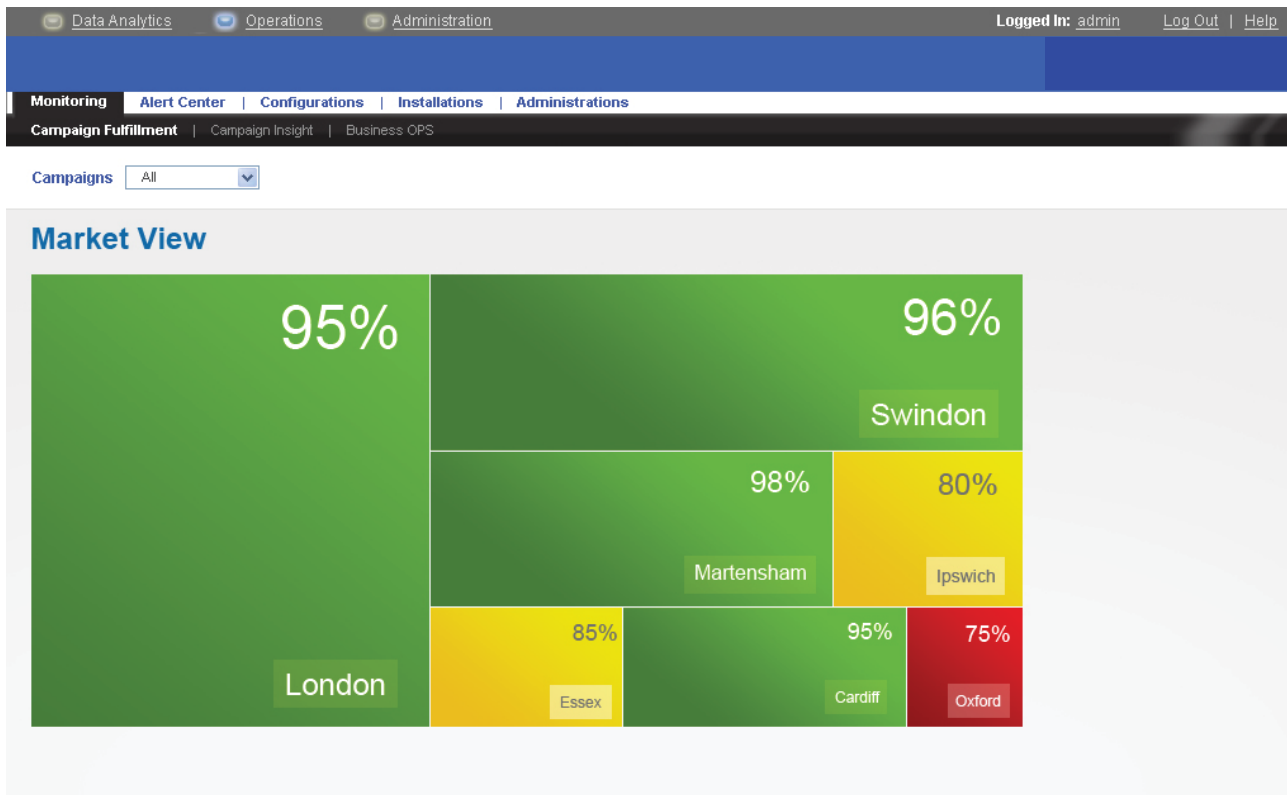
Campaign Fulfillment

How well are my content providers monetizing?

- Am I on target toward achieving impression count goals for each content provider?
- Where are the gaps?
- Am I in trouble with my top content providers?

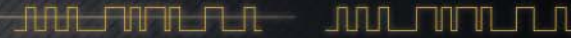


Campaign Fulfillment



Are my markets monetizing well?

- Can I monitor market by market campaign execution?
- Can I monitor spot markets?
- Can I monitor my largest markets?



SCTE CABLE-TEC
EXPO'13
OCTOBER 21-24 / ATLANTA, GA

Venkat Krishnan

venkat.krishnan@schange.com



Tweet about today's session on Twitter  #scteExpo

expo.scte.org