

AVECO

Ad Juggler for Sports Master Control

Increase Sports Ad Revenue by Play-Level Sponsorship

Till now, all high-end master control automation systems, including Aveco's, have included alternate playlists to use in case of rain-delays, schedule over-runs/under-runs and in times of rapid changes.

However, none were designed to handle play-level sponsorships, as advertisers want to sponsor different types of plays, you can't predict what type comes up and the response needs to be instantaneous. Some advertisers want to sponsor a touchdown while others want an interception, some a slam dunk and others a blocked shot, some a goal and others a save etc. Multiple advertisers will want each category, so traffic-derived rotational patterns are required.

Aveco's Ad Juggler, co-developed with one of the world's largest media companies, is a break-through. Operators hit one key to execute the proper type of sponsorship as a video and/or graphic, implementing a standing-order from traffic, posting to the as-run log and reconciling to traffic-and-billing.

This easily brings significant new revenue. Selling such sponsorship is easy as viewer attention is at its highest. Aveco makes it extremely easy to accomplish.

Ad Juggler can be within a station-or-network master control room, a regional-or-national MCR centralcast room, or, it can be provided as a MCR service from a teleport or networking service provider. It can be part of primary master control, or, it can be used only during sports events. It can easily handle alternate sponsorships for alternative delivery methods – e.g. streaming, OTT, media portals, mobile apps etc.

Ad Juggler can also be coupled with localized advertising through edge stream-splicing at locations of re-transmission – translators, cable headends, DTH etc. Aveco pioneered remote stream splicing in master control, taking responsibility for traffic interface, ingest, media forwarding, cueing, executing stream-splices, returning as-run logs and reconciling with traffic-and-billing. Using remote stream-splicing enhances revenues with Ad Juggler as does other central-casting Aveco

solutions such as hub-and-spoke network connected designs.

Among other features, Ad Juggler includes Aveco's Commercial Counter which dynamically updates total commercial duration, frame-by-frame, so networks and stations easily remain within standards-and-practices limits, and regulatory limits.

Sports is one of the most important and fastest growing areas of broadcast, globally. It's an area of enormous financial potential for media companies. Aveco's Ad Juggler is a unique and valuable tool to take live sports revenue to a new level.



Aveco's Ad Juggler is extremely versatile. It's part of the broader Aveco ASTRA automation Suite of Tools that includes the industry's most advanced master control platform, news/sports production automation and local-regional-national centralcasting.

Aveco's Ad Juggler can control any third-party equipment – Aveco has the TV industry's largest library of interfaces and implemented APIs across all manufacturers.

The breadth of Aveco integrations includes baseband and IP platforms, facilitating broadcaster selection of the best hardware and software across each part of the broadcast chain – rather than accept inferior parts of manufacturer bundles.

Ad Juggler can also stand-alone, using Aveco's Redwood Blue (powered by Harmonic), or using commercial-off-the-shelf hardware in Aveco's Redwood White.

Ad Juggler changes the game of ad optimization in sports. It's a unique and important innovation in live global sports monetization.



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