

OVERVIEW

Mediator is a Linear TV and Digital Video Advanced Audience Targeting, Buying Platform

We constructed Mediator to marry all the industry-accepted advanced targeting data-sets, across the Linear TV universe with customizable extensions to create a buying environment for Intelligent Negotiations™ for TV and digital video inventory.

AURORA FOCUSES ON RAISING THE STATE-OF-THE-ART IN THREE FUNDAMENTAL AREAS:

Modern Self-Service Solution:

Mediator takes a quantum leap over existing linear TV buying processes and automates negotiations and planning into an error-free environment, greatly reducing un-needed emails, excel sheet exchanges, speeds-up time for revision computational processing, and negotiations.

Smart Automation:

Rather than create an un-controlled open market for your inventory, we've automated the mundane and complex but leave all the essential controls for pricing and risk in the hands of your business experts.

De-coupled, Open API Platform:

A cloud-based, browser environment that allows easy integration and agile deployment for any media inventory and proprietary or 3rd Party data sets.

TYPICAL USERS

All levels of Media Buyers, Planners, at agencies and brands; Pricing & Inventory in Media companies; Ad Sales teams.

PROBLEMS SOLVED

Audience Consistency Across TV and Digital Networks:

Using industry-accepted data-sets from Nielsen, Claritas, NCS to build consistent segments you've come to rely upon. Or, 2nd Party Media can import custom segments you've built using 1st Party data.

Maintain Rate Card integrity directly with the Market:

Your Mediator Console view will give the inventory owner all the over-ride and cost controls they'd want, putting the pricing approval process in the hands of the responsible people in their organization. Manage your risk monitor campaign delivery through-out the campaigns.

Statistical Modeling, Solvers, & Revision Comparisons:

Mediators Optimizer puts critical cost, impressions, timing and spot controls in your hands, and models out the optimal spot-level buys with statistical prowess. Then, compare those to other plans and revisions "on the fly".

Reach Your Targets in Digital: Find your audiences and balance your plan adjoining VOD and FEP platforms.



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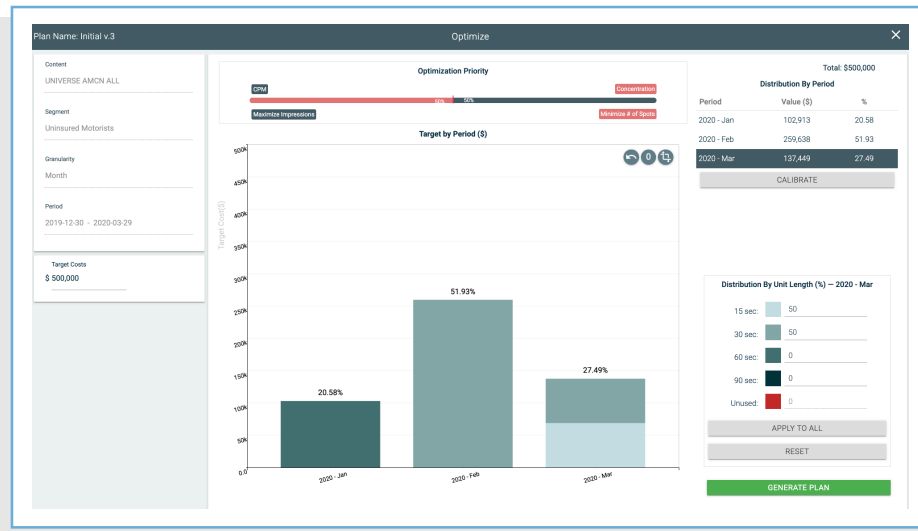
HIGH IMPACT USE CASES:

Create Advanced Segments: Unlock the power of all the proven data-sets that most accurately define the television business: Nielsen Household, Personal, MRI, NBI, Claritas Prizm, and NCS.

Extend Buys to VOD and FEP: With the flexibility of our platform, we'll extend the plans and find your advanced segments in Video-On-Demand and into Full Episode Players.

Machine-driven Optimizations: 2nd Party algorithms and statistical modeling will interrogate industry-accepted segments and viewer programming data to find the right balances and inventory for your plans. Use our easy-to-use Optimization Prioritizer and other plan distribution gauges to tell Mediator how to structure the plan against critical variables.

View & Modify Results: Quickly and easily Tune your plans against programs, content, media properties, day-parts, and budget. Save the new versions and instantly compare the side-by-side iterative differences.



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Stewardship: Together with a client-facing view, monitor campaign progress and adjust plan recommendations based on delivery and performance through-out the flight. Say good-bye to ADUs.

Pricing & inventory Controls: From our Inventory Console, inventory-owners can over-ride pricing, counter-price plans, and increase/decrease delivery risk factors to balance supply and demand.

DATA SOURCES & CORE TECHNOLOGY

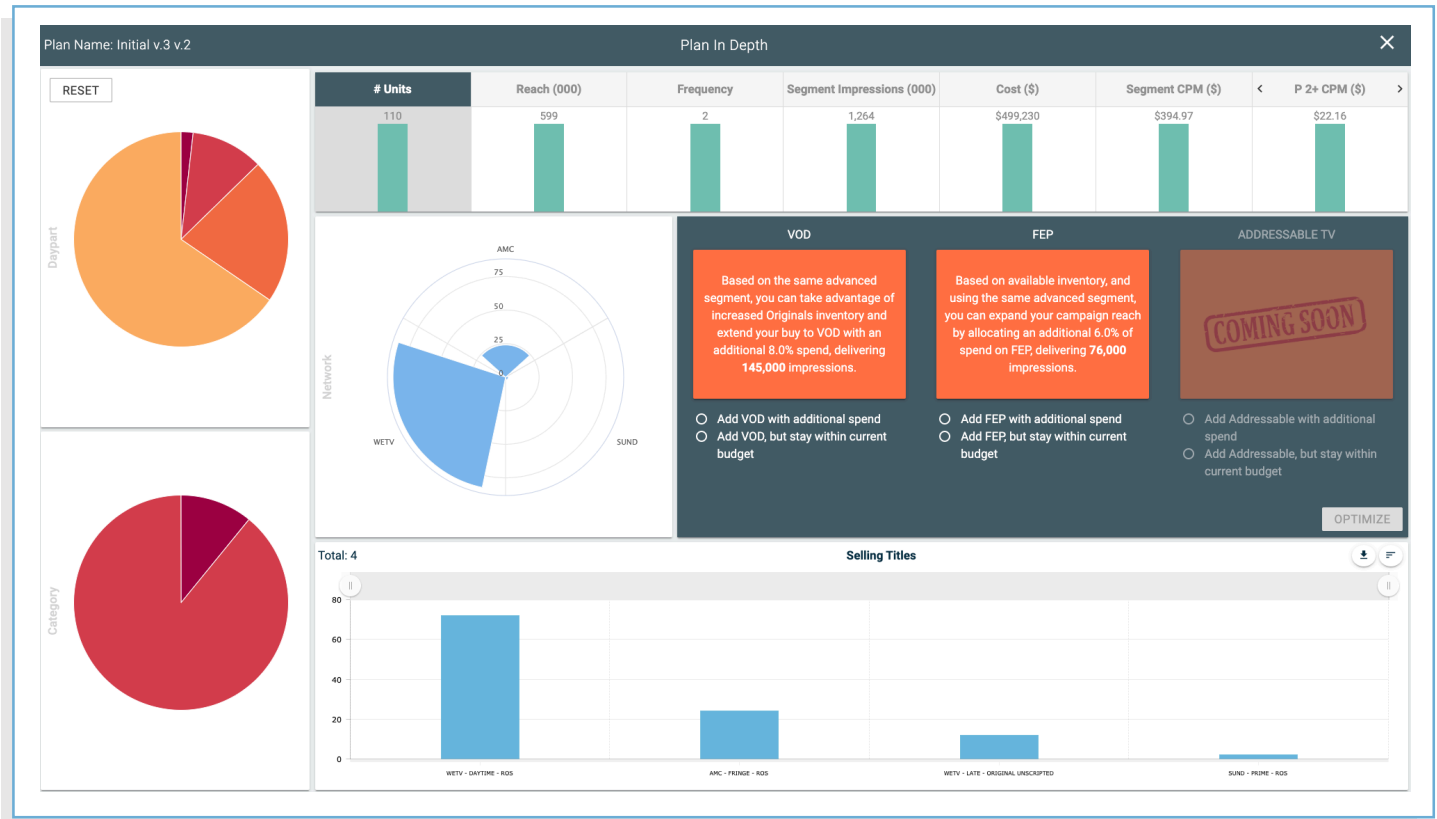
Nielsen AMRLD, Advanced Segments, MRI, NBI: 2nd Party Media and its parent company AMC Networks are a 3rd Party processor with Nielsen. All our solutions ingest raw data from Nielsen using all their statistical standards.

Claritas Prizm and NCSolutions (NCS): We've included these highly effective data-sets. Use them along side Nielsen to create the most precise advanced targets.

Proprietary Algorithms and Machine Learning: We've applied hundreds of thousands of engineering hours to improve the state of the art to interrogate audience data so it accounts for trends and real-time shifts in the market, following all current-market logic models.

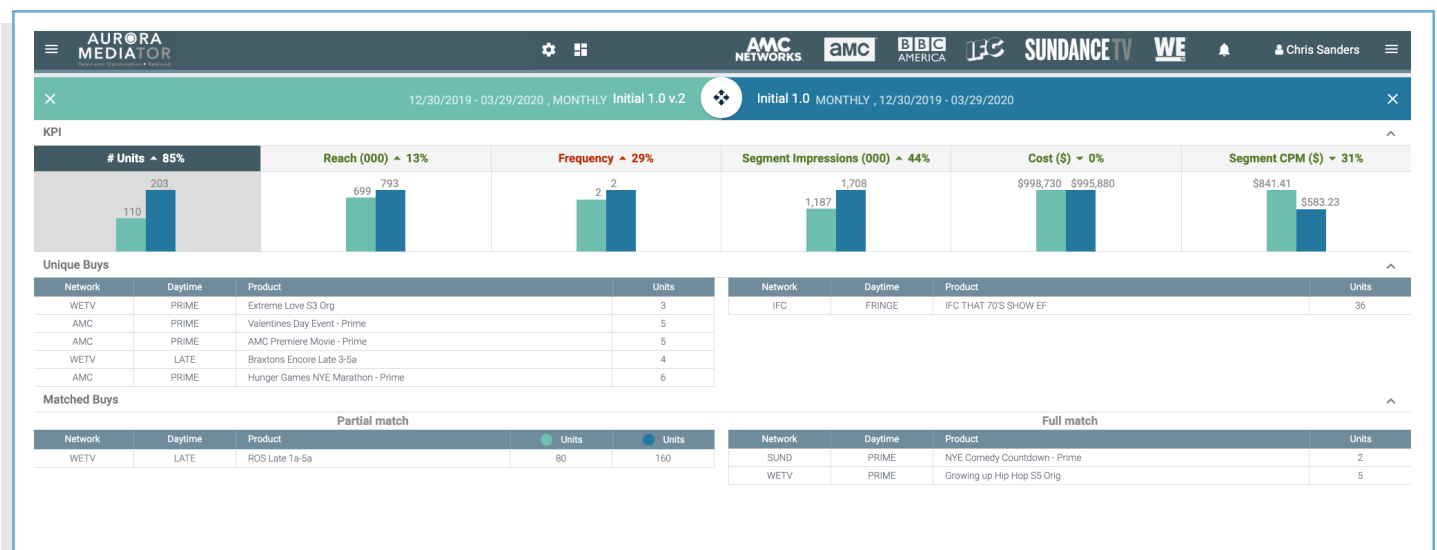
MORE VISUALS

Extend your Plan into Video-on-Demand (VOD) and Full-Episode Players (FEP)



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Compare Plan Revisions Instantly



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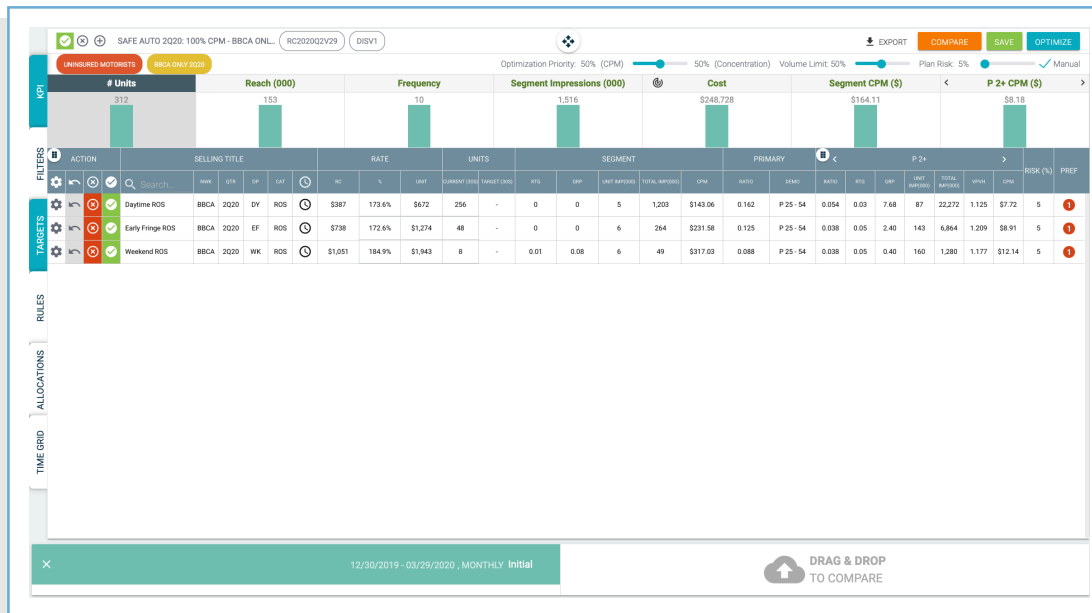
MORE VISUALS:

Analyze Duplication between Programs where your Advanced Audience is Viewing



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Manage Delivery Risk and Set Pricing (Inventory Owners)



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