

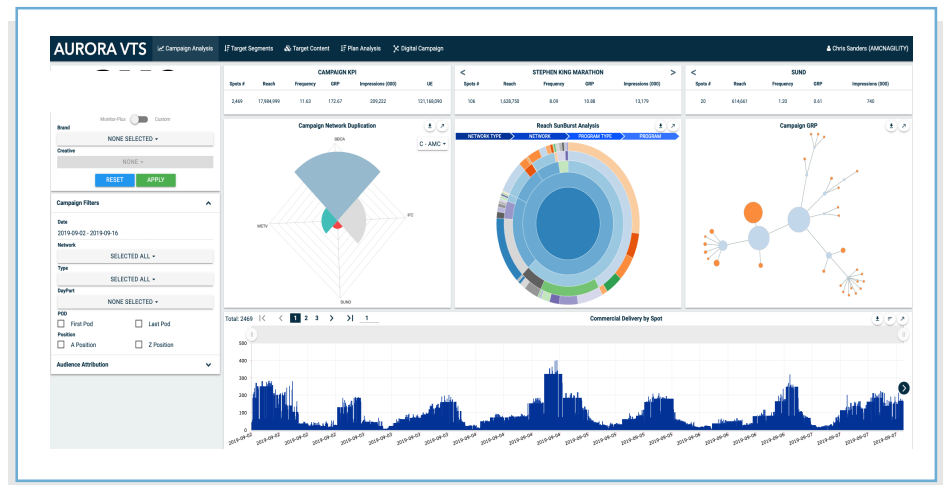
OVERVIEW

This is our Flagship platform and showcase for our technologies. Although our products have very many differences, they are all currently operate off the AuroraVTS.com domain (e.g. pat.auroravts.com). However similar to “Salesforce.com”, each of our clients’ environments can be secured on their own domains or network appliances.

AURORA – MEDIA PLANNING

Aurora is a web-based audience planning platform that utilizes industry-accepted datasets (Nielsen) to find and plan minute-by-minute advanced audiences across both Linear TV and digital campaigns.

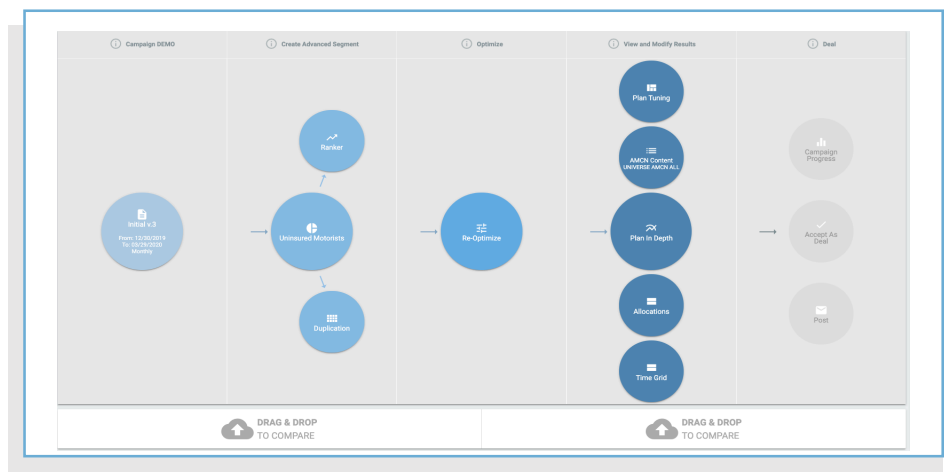
We designed Aurora to find the precise audience characteristics at the household and program level, which not only uses established audiences from Nielsen, Claritas, NCS, and MVPD 3rd party-data but allows for 1st party audience data and on-ramps to planning on digital media through demand-side platforms.



MEDIATOR – MEDIA BUYING

Mediator is a linear TV and digital video Advanced Audience Targeting and Buying Platform.

We constructed Mediator to marry all the industry-accepted advanced targeting datasets, across the Linear TV universe, with customizable extensions, to create buying environments for Intelligent Negotiations[™] around TV and digital video inventory.



ESTIMATOR - AUDIENCE / PROGRAM SCHEDULE ESTIMATING, PLANNING AND FORECASTING

Estimator is a linear TV software platform which helps TV companies make intelligent and accurate estimates of all aspects of audience, program scheduling and viewership; processing raw Nielsen ALMRD data as its core source.

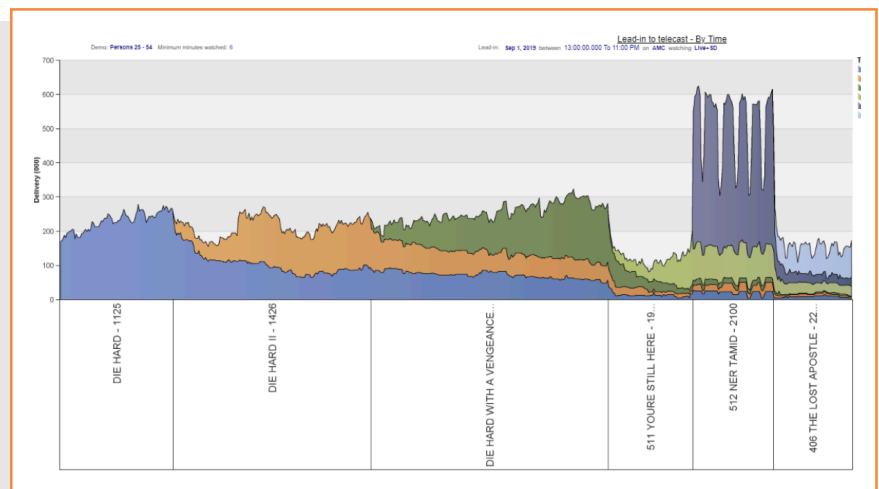
We created Estimator to radically modernize the way media companies forecast performance of shows, programs, and events for various departments - including Pricing & Inventory, Programming, Scheduling, Sales, Research and Finance.



BART - BUSINESS ANALYSIS RESEARCH TOOL

BART is a linear TV and OTT / Digital research platform for viewership and analyzing performance across the Linear TV landscape.

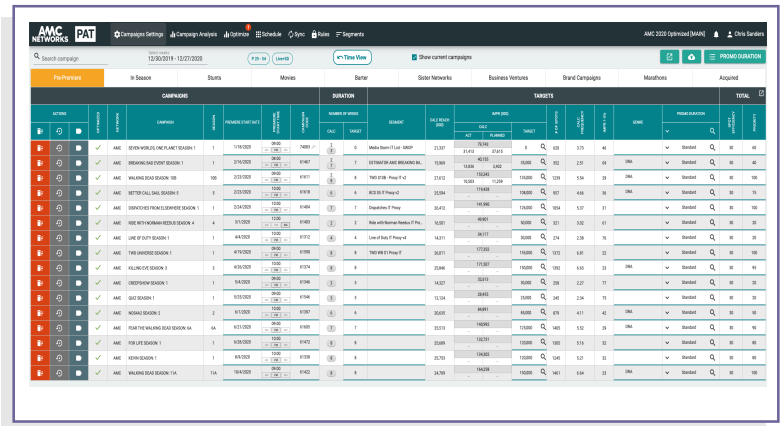
We built BART to create efficiencies and allow our team to focus on generating our truly most valuable asset: Insights about our audiences, viewership and our competition. It streamlines the time to look at multiple viewership variables normally extracted through time-consuming pivot tables created from multiple sources like nPower or Google Analytics.



PAT - PROMO ALLOCATION TOOL - PROMO INVENTORY PLANNING

PAT is a quantitative research and planning tool to allow Linear TV media companies to optimize their promotional and barter inventory.

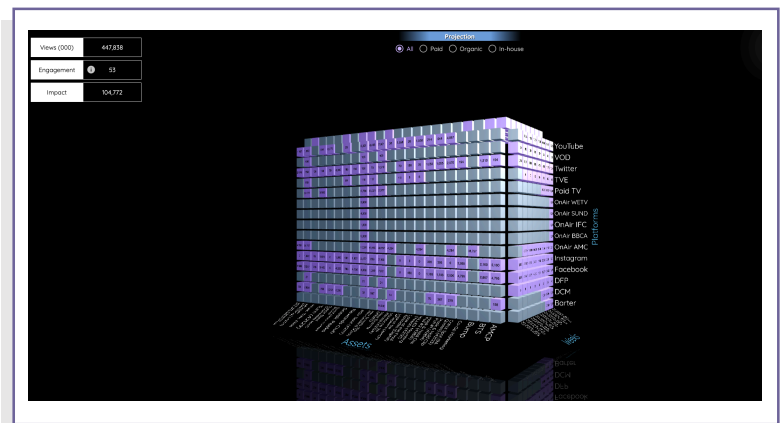
PAT solves the problem of targeting, valuation, efficiency of decision-making, and transparency, on an audience minute-by-minute, program level, so all departments in a media company – marketing, programming, promo, research and finance - can maximize the value of promotional TV inventory.



PPM - PLANNING & PERFORMANCE MARKETING - VIDEO & TV CAMPAIGN PERFORMANCE

PPM is performance marketing tool that measures all video performance across linear TV and digital, combining paid, promotional and organic channels.

PPM is designed to improve the most important success factors for marketers running multiple creative video assets, across disparate and myriad channels, paid or organic, digital or linear. We combine the metrics, asset-by-asset, week-to-week, channel-by-channel into several high-impact visualization tools and equalize the value of each based on a sophisticated Enpressions™ calculations accounting for environment, recency, engagement and reach.



AURORA SVOD - BUSINESS MANAGEMENT & PLANNING FOR SUBSCRIPTION VOD

Aurora SVOD is a comprehensive business analysis dashboard which captures all the streaming and on-demand business metrics of media company into one comprehensive “source of truth”.

Aurora SVOD is designed to cover every aspect of performance for a multi-platform video streaming and on-demand business, accounting for Churn, Acquisition, Retention, Engagement and Content performance. These metrics then translate into an analysis that create actionable audience and behavioral segments, look-a-like modeling, and subscriber acquisition campaign management tools.

