

Advanced Advertising

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 advanced advertising solutions enable broadband operators to deliver a multitude of advanced advertising applications for VOD and iTV platforms. These applications include dynamic, targeted VOD ad insertion, telescoping to long form content, voting & polling, Request for Information (RFI), click-to-call and others. Based on SCTE-130 and Enhanced TV Binary Interchange Format (EBIF) standards, Concurrent's integrated advanced advertising portfolio gives operators an end-to-end, standards-based, scalable advertising ecosystem. This ecosystem consists of an EBIF user agent and platform server, VOD and interactive campaign management, linear and interactive viewing data aggregation, and enterprise data warehousing and reporting

eTV Portfolio

Concurrent's eTV portfolio provides the essential elements of a successful interactive television model. With elements such as an EBIF platform and interactive applications, Concurrent gives operators, programmers, and advertisers easy and effective ways to acquire and retain customers while creating new revenue streams and driving long term value.

EBIF Platform

The EBIF User Agent and Platform Server offer a unique and complete iTV solution. The platform, in use today in many cable markets, enables interactive and enhanced television services on both legacy and advanced set-top boxes. Built for performance and scalability and utilizing industry standards, the platform is designed to deliver both bound and unbound iTV applications and supports aggregation of linear and interactive viewing data.



Interactive Applications

Ad Widgets® enable interactivity with linear TV advertising and quickly deliver the power and value of interactive advertising in any size market across any type of set-top box and platform. Leveraging industry standards such as EBIF and SCTE-130, Ad Widgets include a growing suite of advanced advertising functions such as RFIs, polling and voting, VOD telescoping, t-commerce, and click-to-call. Ad Widgets fit with programmers' and operators' current advertising workflow and headend infrastructure, and include sales, campaign management, publishing, and reporting as part of a seamless package.

TVWidgets® are interactive applications designed to drive viewer engagement and subscriber loyalty by offering consumers compelling, interactive content. Operators can also present new, targeted and addressable advertising inventory embedded in each widget. Widgets include news, weather, sports, fantasy football tracking, eBay on TV, search, Yellow Pages, team widgets, politics, local widgets, and university widgets.

Campaign Management

Concurrent's Campaign Director™ is a fifth-generation ad campaign management solution for iTV and broadband platforms such as video on demand, IPG, walled garden, middleware, stream servers, interactive gaming systems, web portals and network enabled client services. The product suite consists of two components:

Campaign Director: A robust web-based enterprise application for managing campaigns across single or multiple system networks.

Campaign Decision Engine: a high performance, SCTE-130 compliant Ad Decision Service (ADS) capable of providing real-time targeted ad placements for various types of placement opportunities.

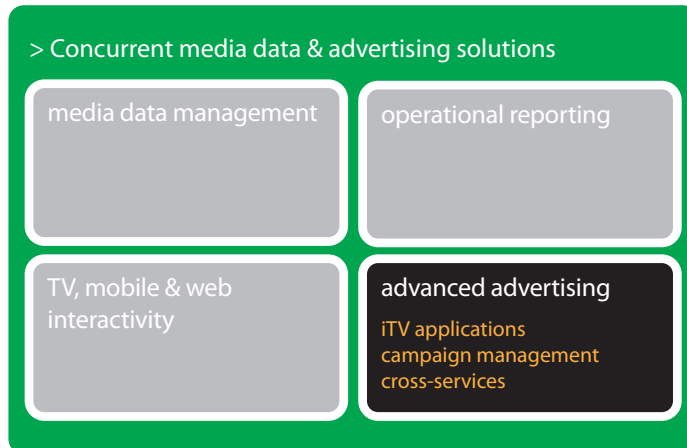
Cross Medium Data Management

Concurrent's MDAS portfolio enables the large scale deployment of media data infrastructure solutions and logistics, warehousing and business intelligence technologies. A technology pioneer in media data management, we have a unique expertise in implementing industry standards in database architectures, multi-vendor interfaces, and data transport and exchange mechanisms.

By extending our broadband analytics software to encompass online and wireless video consumption, Concurrent will be providing the first complete, intelligent solution for collecting and correlating data from television, online and mobile viewership. This advanced data management will allow an operator's marketing, programming, advertising and operations teams to identify new opportunities for revenue growth and subscriber retention while capitalizing on operational efficiencies to reduce expenses.

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.



Concurrent's MDAS portfolio

Concurrent's Media Data & Advertising Solutions are globally deployed in 265 markets, supporting over 32 million households.

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