

# TV Ad Delivery & Management

Comparing the advantages of Extreme Reach

## Extreme Reach Differentiators

- The fastest-growing TV ad delivery solution ever
- The world's largest digital delivery network for TV advertising
- The only ad platform that can automatically control distribution based on talent rights
- Unmatched reliability in video advertising distribution
- 30% lower price for HD distribution (average savings when clients switch from DG)
- The fastest standard delivery service available
- Nationwide network of owned-and-operated production service centers
- A cloud-based video model that improves and expands TV ad delivery in every way:
  - Eliminates or automates more than a dozen manual distribution and management steps
  - Eliminates the common points of failure of satellite distribution
  - Eliminates more than a dozen ancillary video distribution and management costs

## Video Ad Delivery and Management Comparison: Extreme Reach vs. DG

Features and Capabilities	DG	Extreme Reach
<b>Platform</b>		
Management of Video Advertising Assets Across All Screens	—	✓
Delivery of Video Advertising Assets Across All Screens	—	✓
Cloud-Based Distribution and Management	—	✓
Single Platform with One Login for All Services	—	✓
Hardware-Free Solution From End-to-End	—	✓
Talent Rights Integrated with Ad Delivery for Campaign Compliance	—	✓
Integration with Leading Media Buying Systems, Ad-ID, Others	—	✓
<b>Digital Delivery Network</b>		
Number of TV Destinations In Network (U.S. and Canada)	<4500	6500+
Number of HD TV Destinations In Network (U.S. and Canada)	2200+	4000+
Owned-and-Operated Network	—	✓
Average Online % for Clients	>90%	95%
Every Major Broadcast and Cable Network	✓	✓
Extensible Hardware-Free Delivery Solution (TV and all other video media)	—	✓
File-Based Workflow Integration and Custom Video Formatting (Receivers)	—	✓
Limitless Commercial Distribution and Storage Capacity	—	✓

<b>Features and Capabilities</b>	<b>DG</b>	<b>Extreme Reach</b>
<b>Traffic Orders</b>		
Seamless Trafficking Process Across All Screens	—	✓
Standard and Priority Delivery Service	✓	✓
Real-Time Comprehensive Delivery Status	—	✓
Advanced Distribution List, Group and Order Management	—	✓
Previews of Ad Proxies in Flash, QuickTime and Windows Media	✓	✓
Automated SD and HD Order Management	—	✓
<b>File Upload Automation</b>		
Production Companies/Uploaders in Network	~300	700+
Support of Native Avid and Apple File Formats	—	✓
Automated 22-Point Quality Inspection	—	✓
Automated/Immediate Upload Completion/File Availability	—	✓
Fully Integrated Asset Management	—	✓
Online Management of TV, Web & Radio Creative, Documents, Images	—	✓
Creative Review and Approval Tools	—	✓
Detailed Ad History, Usage, File, Quality, and Approval Information	—	✓
Center-Cut Safe Viewer and Other SD and HD Tools	—	✓
<b>Commercial Talent Management &amp; Payment</b>		
Talent Clearance	—	✓
Talent Advice & Negotiations	—	✓
Talent Payment	—	✓
Talent Benefits/Tax Payment	—	✓
Talent Renegotiation	—	✓
Talent/Rights Calendar	—	✓
Expiration Notifications	—	✓
<b>Business Affairs Services</b>		
Music Licensing	—	✓
Music Publishing and Administration	—	✓
Rights Acquisition & Payment	—	✓
Complete, Outsourced Traffic Dept.	—	✓
Administrative Consulting & Support	—	✓
<b>Production Service and Physical Storage</b>		
Nationwide Network of Owned-and-Operated Production Facilities	✓	✓
Runway-Based Logistics Center	✓	✓
Full Range of In-House Production Services	✓	✓
Full Range of Physical Storage and Archive Options	✓	✓

Features and Capabilities	DG	Extreme Reach
<b>Billing/Invoicing</b>		
24-Hour Electronic Invoicing	—	✓
Pre-Order Cost Estimates	—	✓
Customized Invoices	—	✓
<b>Online Advertising Performance Measurements</b>		
Fully Integrated Online Advertising Tracking and Reporting	—	✓
Daily Campaign Summary Report	✓	✓
Reach and Frequency Report	✓	✓
<b>Service/Support</b>		
Customer Service and Support Available 24/7/365, Multiple Locations	✓	✓
New, Client-Driven Capabilities Released Every Two Weeks to Platform	—	✓
Integrated Real-Time Service Dashboard, Monitors, Alerts, Tools	—	✓



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