

# Interconnects Extend Advertising Reach and Revenue

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- **Choice and flexibility**
- **Sophisticated on demand media systems and digital advertising systems**
- **Powerful, scalable on demand management and technical business tools**

## Overview

Advertisers are increasingly turning to interconnects for “one-stop shopping” that provides maximum coverage, convenience, and efficiency in reaching a whole designated market area (DMA). Interconnects offer cable operators new ways to attract local, regional, and national advertisers, but management and distribution can be complex and costly. C-COR Interconnect solutions give operators the tools to sell more advertising, working simply, accurately, and cost-effectively with multiple customers and with other cable operators.

## Use Interconnects to Sell More Spots

Local, regional and national advertisers are turning to advertising interconnects to extend and refine the reach and effectiveness of their advertising, creating new revenue opportunities for cable operators. For example, spot cable promotional packages allow national marketers to become local sponsors of high-visibility cable specials, giving them coverage in events and pre-show promotional spots. Other interconnect offerings can include highly targeted advertising based on consumer demographics, or layered spot cable packages that let advertisers buy spots across a whole DMA or in specific neighborhoods. For cable operators, interconnects are a powerful, profitable way to sell more ad time. What operators need is the technology to handle customer and partner relationships simply and cost-effectively.

## C-COR Interconnect Markets

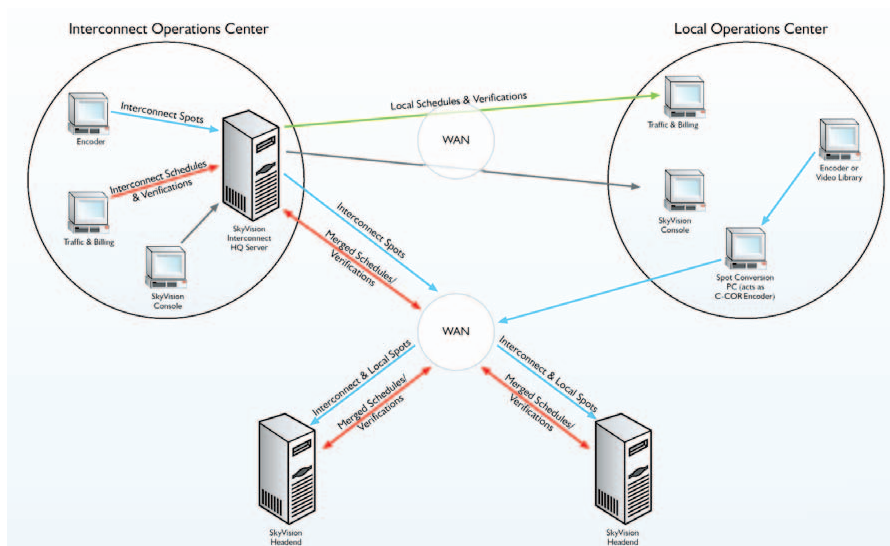
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Los Angeles, CA	Adlink	92 Headends
Sheboygan, WI	Charter	80 Headends
Staunton, VA	Adelphia	40 Headends
San Francisco, CA	Comcast	30 Headends
Denver, CO	Comcast	20 Headends
Salt Lake City, UT	Comcast	8 Headends
Cleveland, OH	Adelphia	12 Headends
Savannah, GA	Comcast	3 Headends
Birmingham, AL	Charter	12 Headends

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## Interconnects Extend Advertising Reach and Revenue

### SkyVision Interconnect Workflow



### Build Revenues and Customer Confidence with Automated Interconnect Management

C-COR's SkyVision Interconnect helps operators maximize advertising revenue while simplifying operations and strengthening partner relationships. SkyVision Interconnect accurately and automatically merges schedules from multiple traffic and billing systems, using predefined business rules to automatically resolve and manage schedule conflicts. Live interconnect performance updates simplify daily operations, and high level and detailed monitoring tools allow rapid troubleshooting and system analysis. Interconnect customers have secure real-time access to content delivery reports, building trust in interconnect services and smoothing business transactions.

### Build Partnerships with Virtual Interconnects

Virtual interconnects help local operators create partnerships to attract regional and national advertisers. C-COR's Virtual Interconnect software allows multiple operators to transparently provide interconnect services across DMAs. Virtual Interconnect Systems can be used as a stand-alone solution for automatic schedule merging, conflict reporting, verification parsing, and content distribution and management, or combined with SkyVision for ad insertion system management and real-time monitoring. E-mail status reports give users confidence that their spots are scheduled and distributed. Schedule merging is much faster than competing products so changes get to the interconnect faster. C-COR Virtual Interconnect Systems provides vendor-neutral interconnect support, making it easy for multiple operators to function as one, winning advertisers with flawless service.

For further details on Virtual Interconnects, contact the C-COR Solutions headquarters at 800-654-2823.

#### Americas Headquarters

60 Decibel Road • State College • Pennsylvania • 16801 • USA  
T: 1-814-238-2461 T: 1-800-233-2267 F: 1-814-238-4065

#### EuroPacific Headquarters

Transistorstraat 44-V • 1322 CG Almere • The Netherlands  
T: 31-36-546 1111 F: 31-36-536 4255

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