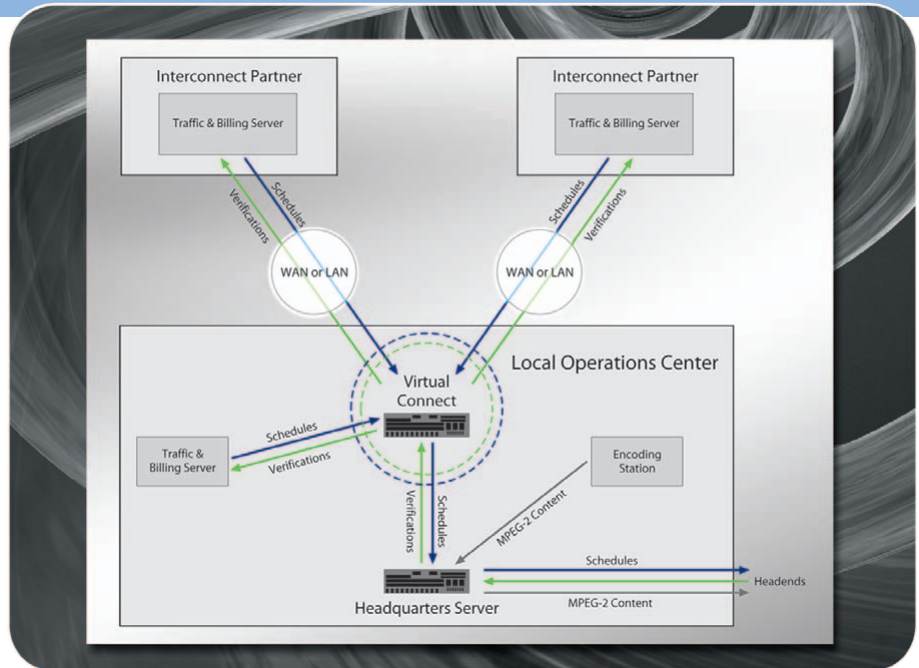


Virtual Interconnect Advertising Solutions



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

C-COR Virtual Interconnect Solutions allows cable operators to work in partnership as a virtual interconnect company. Virtual Interconnect (VIC) automatically merges schedule files from multiple traffic and billing systems, using predefined business rules to identify schedule conflicts. It then routes content to the appropriate partners' ad insertion systems—systems from C-COR or other vendors—so that advertising in each region is delivered reliably and accurately. Fast merging and secure reporting allow operators to resolve schedule conflicts before they impact advertising revenue. Partner-specific verifications returned to each traffic and billing system ensure accurate billing and maintain strong business relationships among interconnect partners.

Benefits of Virtual Interconnect

- **Vendor neutral**—VIC works with ad insertion systems from C-COR or other vendors. Ensures flexibility when working with a variety of interconnect partners and keeps costs low.
- **Intelligent merging**—Rules-based merging identifies schedule conflicts and generates detailed reports.
- **Secure reporting**—Each owner in a merged schedule gets conflict reports so exceptions or unfilled spots can be handled well before air-time. VIC also provides content distribution reports so that ad content can be effectively tracked.
- **Fast and scalable**—VIC merges schedules from up to 10 different owners in minutes instead of hours.

Interconnecting is Easy with a Vendor-Neutral Software Solution

VIC provides vendor-neutral interconnect support, making it simple and cost-effective for interconnect partners to attract advertisers with broader advertising reach, one-transaction simplicity, and flawless delivery. The full-service system merges schedules for both digital and analog advertising insertion. Vendor neutrality lowers costs and ensures easy integration with each partner's ad insertion systems, content servers, and traffic and billing systems. VIC can be used as a stand-alone solution for hands-off schedule merging, conflict reporting, verification parsing, and content distribution, or combined with C-COR SkyVision software for ad insertion system management and real-time monitoring.

Intelligent Merging Ensures Smooth Advertising Delivery

VIC ensures that each operator gets their agreed ad-play time by identifying conflicts well before air-time. Rules-based schedule merging—up to five schedules per zone—allows partners to merge schedules based on business requirements. Built-in traffic and billing zone, channel and spot-naming conflict resolution allow partners to identify and correct problems before they affect advertising revenue. Strict and flexible merge options and whole and split-break merges are available to satisfy a range of needs.

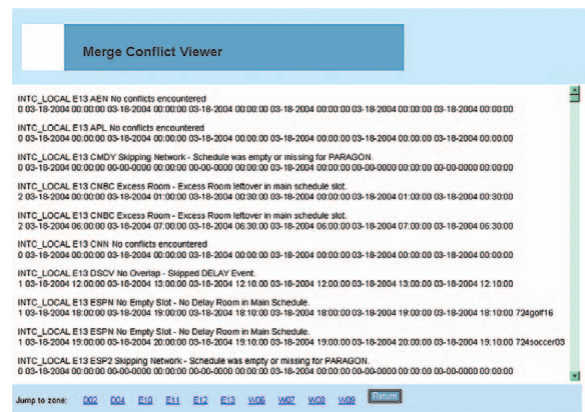
Secure Reporting Builds Strong Partnerships

VIC helps ensure the ad revenue stream of each partner involved in the virtual interconnect. A password-protected web-based interface with variable user permissions lets each partner check their merged schedules and verifications. Each partner receives secure e-mail status reports to verify

that their ads are scheduled and distributed correctly. Secure verification notifies each partner's traffic and billing system of their actual ad plays for accurate billing and revenue sharing.

Fast, Scalable Merging

VIC merges schedules from up to 10 partners quickly and efficiently. Schedule merging is many times faster than competing products so changes get to the interconnect much faster. For example, VIC can merge two 30-zone schedules in less than 10 minutes. Fast schedule merging helps ensure that content is staged and ready at the right place and time, and it allows time for human intervention if there are conflicts to resolve. Schedules can be merged for up to 3 weeks ahead, and merges can be updated daily. An auto-sensing option allows "hands-off" automatic merges whenever a new schedule becomes available.



Secure Reporting

Detailed reporting allows partners to easily resolve schedule conflicts prior to air-time. A browser-based interface provides access from anywhere.

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

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