



AdOpt

Automated Spot Placement & Inventory Optimization

Programmatic spot placement – under your control

If we summarize today's macro trends in the broadcast industry it comes down to

- Automation of processes
- Personalization of content and advertisement
- Delivery of software solutions as a service (SaaS)

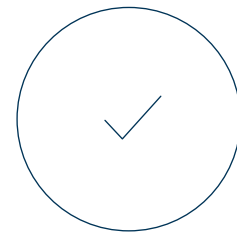
Programmatic advertising is one of the core requirements of the media industry these days. AdOpt serves this with a highly flexible and configurable optimization engine and provides sellers with the assurance to stay in control of their most valuable asset – their commercial inventory.

Increase Revenue from Existing Sales & Traffic Systems

Advertising is the number one revenue source for most media companies. In an increasingly competitive market, the challenge for many TV broadcasters and media sales houses is to create innovative and attractive business models. The automated engine AdOpt provides this ability and simultaneously considers your customer's goals and your own business objectives. It eliminates under/over delivery of campaigns and avoids inventory waste. Use AdOpt to analyze multiple scenarios for optimum return and incorporate simulations into actual bookings for rapid sales order generation – all at the touch of a button.

Give your existing sales and traffic system a boost and integrate AdOpt.

Benefits



- Highly automates the process between inventory buyers and sellers
- Generate proposals fully automatically based on given objectives
- In case of upfront markets, match supply and demand in one step according to your goals
- Constantly optimize your commercial inventory
- Perform What-If-Scenarios
- Connect to internal sales & traffic systems
- Connect to external buying engines / DSPs
- Stay compliant with your internal and external business rules and legal regulations
- Address audience segments in addition to target demographics



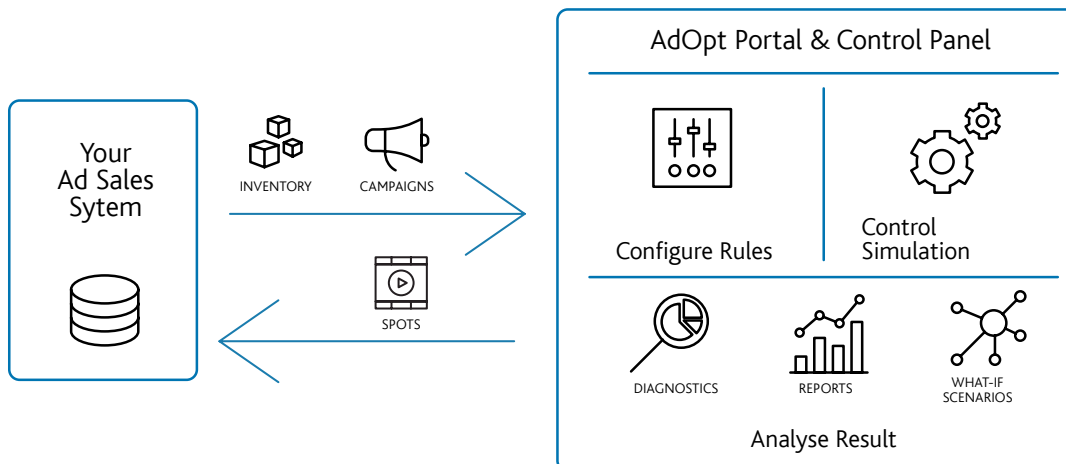
PROGRAMMATIC ADVERTISING- & INVENTORY OPTIMIZATION - ON MULTIPLE LEVELS



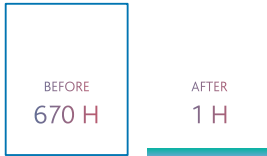
Key Facts

- Programmatic algorithm particularly build for the media industry
- Management dashboard to evaluate Key Performance Indicators
- Configuration dashboard to adjust parameter, rules, priorities and objectives
- Unlimited number of what-if scenarios in simulation modes
- Easy adoption to new business models
- Scalability and ability to grow with the business
- Easy integration AdOpt into your current system landscape via open API

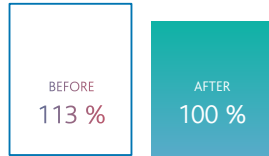
AdOpt INTEGRATION



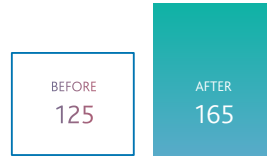
REDUCED TIME TO MARKET AND PROCESS COSTS



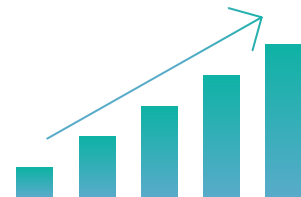
REDUCED OVER DELIVERY



INCREASED QUALITY



NEW REVENUE



The Results of a Benchmark Study Conducted Using One of our Customers Speak for Themselves

Reduced time to market and process costs

- by 99.95% from 672 man-hours per month to less than 22 minutes

Reduced over delivery

- from 13.45% to 0.29% while maintaining the customer's placement preferences and objectives

Increased quality

- from 125.4 to 164.9 rating according to the Selectivity Index

New revenue potential

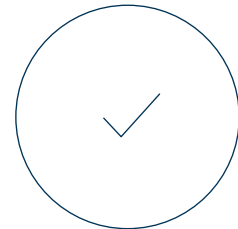
- \$2M was "uncovered" in the first month alone

Fast – Simple – Under Your Control

Commercial success depends upon the right advertisement, delivered at the right time, in the right place. AdOpt is a booking optimization tool that lets you specify all objectives, values, rules, and priorities. All the relevant master and campaign data from your existing sales and traffic system is transferred to AdOpt via defined interfaces. You create and analyze different optimization scenarios by adjusting parameters.

AdOpt helps generate additional return on investment from your existing sales and traffic system and increases the revenue generation from your linear ad sales business models.

Find Out for Yourself



Try AdOpt and discover the benefits with a benchmark study individually tailored to your company:

- You define the objectives
- We deliver the optimization
- You evaluate the results

If you are interested in an individualized benchmark for your company, we look forward to hearing from you.

AdOpt
AI-Powered TV Ad Server



About Arvato Systems and Vidispine

Global IT specialist Arvato Systems supports major companies through digital transformation. More than 3,000 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support.

Vidispine is a brand of the Arvato Systems Group. The Vidispine portfolio enables companies working with media to focus on their core business by providing easy access to technology that supports their business needs. Our platform enables customers to get the maximum value from their assets, rights, media inventory and market.

As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success.

You have questions, need information or a contact?
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