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## Solutions for Programming Networks

# Strategic Management of National Advertising Inventory and Content Assets

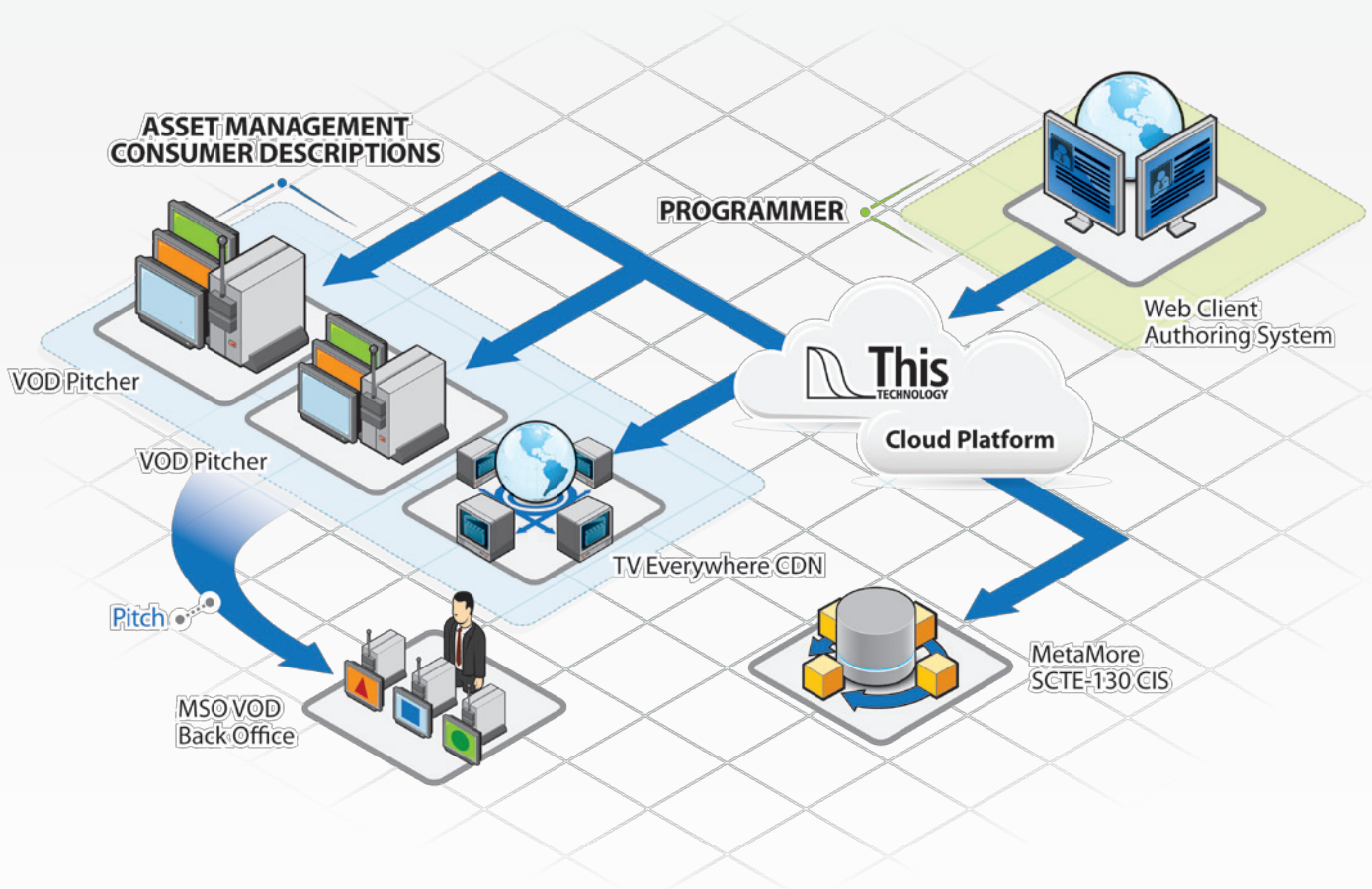
MetaWare provides metadata management, ad space management, and interconnect software – allowing for complete visibility and control over your digital content and advanced advertising inventory across multiple platforms and applications. Create and distribute all data to service providers using our powerful and efficient independent solution.

## MetaMore

Edit and deliver your content and advertising metadata with easy to use web-based tools.

- ◆ SCTE-130 CIS for real-time decision making
- ◆ Operationally efficient
- ◆ Supports multiple VOD systems
- ◆ Supports TV Everywhere

Next-generation metadata management interface for all your service provider partners.

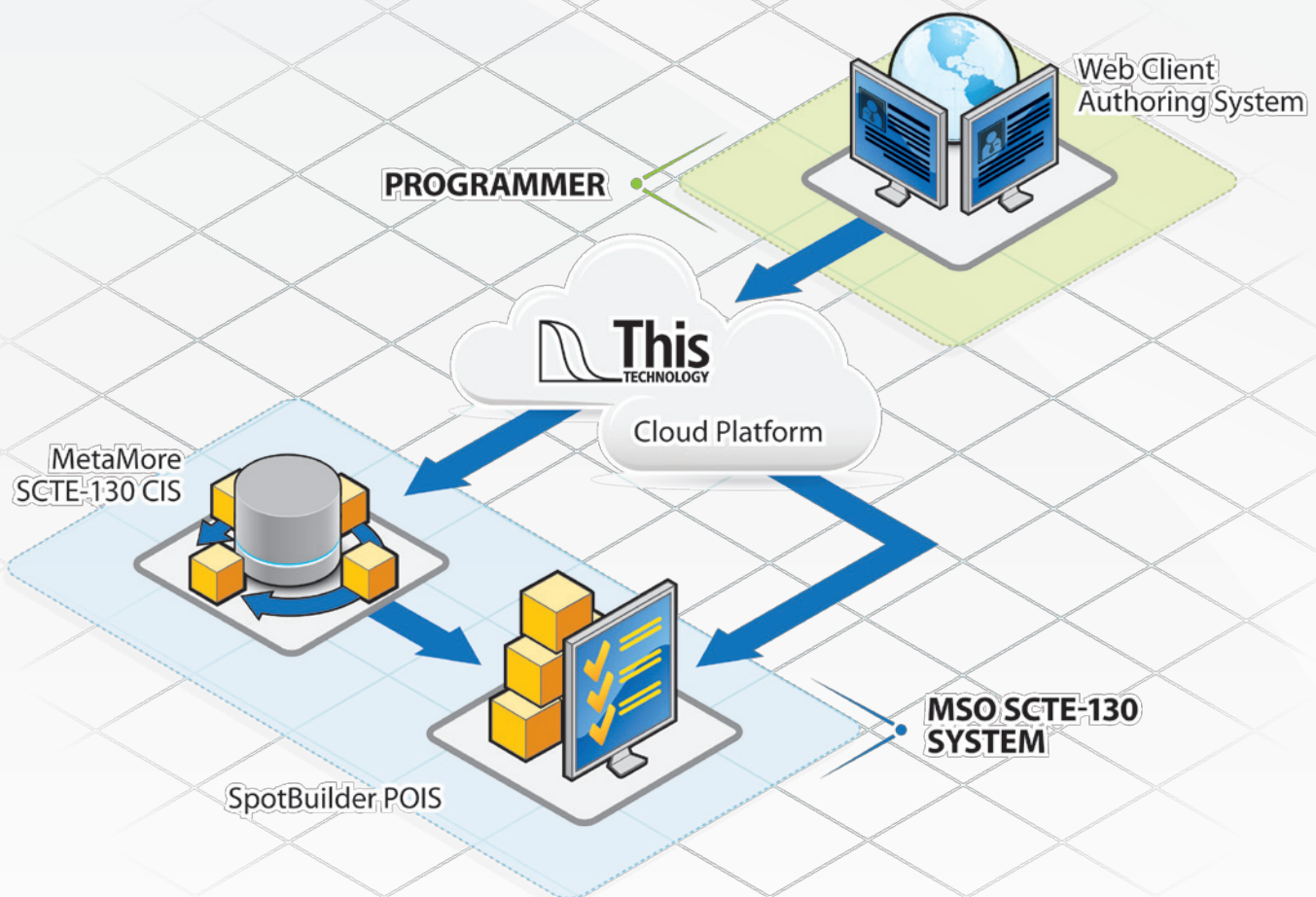


## SpotBuilder

Define ad inventory metadata using this operationally efficient authoring and distribution tool. Template-based inventory definition with deep variable structure distributes data to all MSO systems.

- ◆ Independent solution eliminates vendor lock
- ◆ Supports linear and non-linear applications
- ◆ Supports all industry models for SCTE-130 decisioning

The most advanced inventory management solution on the market.



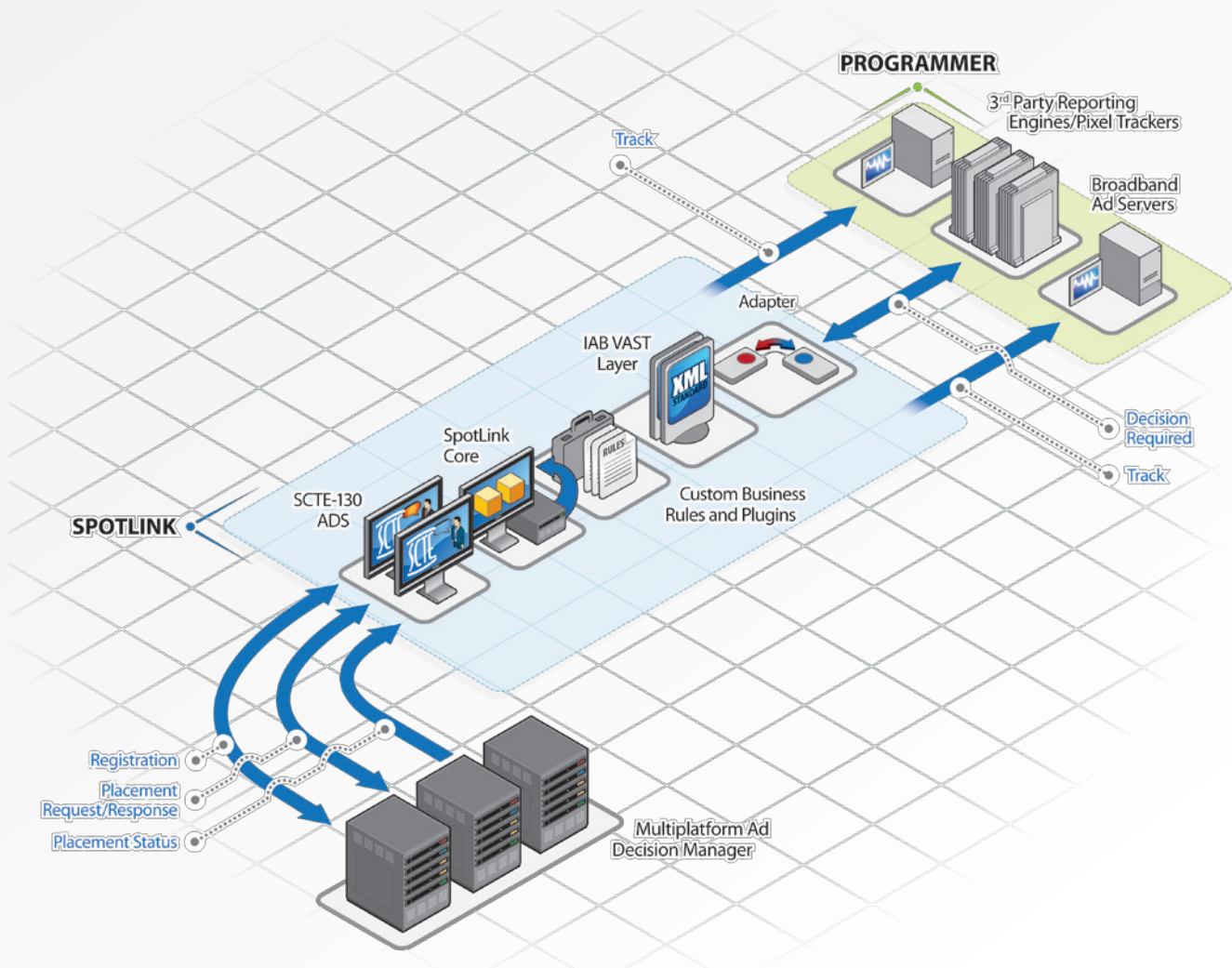
**SpotBuilder & MetaMore:**  
**Your data works with any SCTE-130 compliant system**



Connects your VAST-compliant broadband ad server to service provider insertion platforms

- Open platform with useful APIs for dynamic ad insertion
- Aggregates demand across multiple sales channels
- Works with any service provider SCTE-130 environment for VOD, nDVR, IPTV and mobile applications

Supports intelligent ADS routing, data protection and enrichment, and customized plugins for specific requirements.



## MetaWare Integrates With Everything

This Technology is an active author and participant within CableLabs and SCTE. Use our solution to manage your national advertising inventory, and your data will work with any SCTE-130 compliant system.