

Harris Targeted Advertising Platform

In the world of media, scheduled linear spots are at the foundational core of your business model. But consumers who are constantly time-shifting make it increasingly difficult to sustain a linear business model alone. Pressure is coming from advertisers who want single campaign placement both within traditional linear broadcasts and a myriad of additional multimedia delivery modes.

New forms of delivery are resulting in increasingly divergent revenue models, alternate sources of revenue are uncovering themselves through interactive and targeted and addressable advertising. You want to seize the opportunity presented by advanced advertising without disrupting your standard day-to-day operation, but disparate technologies make taking advantage of these models difficult. How do you crack the code to make non-linear advertising a stable, efficient, profitable part of your business?

Fusing linear and non-linear media worlds

Harris Targeted Advertising platform provides traffic and billing functionality to linear and non-linear (VOD, digital out-of-home) scheduling for service operators, cable networks, broadcast, mobile and digital out-of-home network advertising models.

- **An integrated Campaign Manager** simplifying the purchase and management of multiple advertising product types
- **Simplified workflow** manages consolidated billing and stewardship across all platforms
- **Enhanced ad placement** driving addressable, targeted positioning by
 - Placement separation
 - Placement priority
 - Addressability by target audience qualifier
- **Analytics and actionable information** arming your business to leverage consolidated data from multiple media platforms, uncovering the “why” behind the numbers



For more information on our targeted advertising platform, please contact:

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