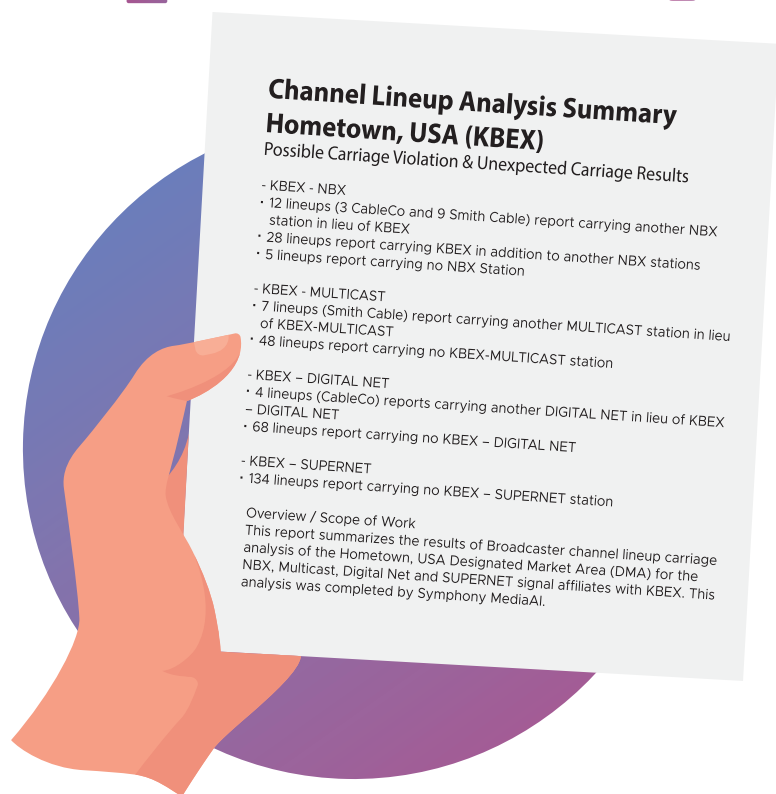


KNOW WHO DISTRIBUTES YOUR CONTENT

Maximize revenue with a Market Carriage Review

The Symphony MediaAI Market Carriage Review program determines which paid television providers distribute service within a specific designated market area (DMA) to maximize revenue in each DMA. Symphony MediaAI's dedicated team of professionals will determine which multichannel video programming distributors (MVPDs) and other distributors are located within specific DMAs so you can ensure you have valid agreements with each distributor.

Who does MCR benefit?



Channel Lineup Analysis Summary Hometown, USA (KBEX)

Possible Carriage Violation & Unexpected Carriage Results

- KBEX - NBX
 - 12 lineups (3 CableCo and 9 Smith Cable) report carrying another NBX station in lieu of KBEX
 - 28 lineups report carrying KBEX in addition to another NBX stations
 - 5 lineups report carrying no NBX Station
- KBEX - MULTICAST
 - 7 lineups (Smith Cable) report carrying another MULTICAST station in lieu of KBEX-MULTICAST
 - 48 lineups report carrying no KBEX-MULTICAST station
- KBEX - DIGITAL NET
 - 4 lineups (CableCo) reports carrying another DIGITAL NET in lieu of KBEX - DIGITAL NET
 - 68 lineups report carrying no KBEX - DIGITAL NET
- KBEX - SUPERNET
 - 134 lineups report carrying no KBEX - SUPERNET station

Overview / Scope of Work
 This report summarizes the results of Broadcaster channel lineup carriage analysis of the Hometown, USA Designated Market Area (DMA) for the NBX, Multicast, Digital Net and SUPERNET signal affiliates with KBEX. This analysis was completed by Symphony MediaAI.

“It was great partnering with Symphony MediaAI to develop a report that helps us understand carriage across our markets and ensure MVPD compliance for all streams and markets.”

Alison Young, senior director of account operations

MCR Program Highlights

- Utilize publicly available information sources to identify all distributors located within specified DMAs
- Identify distributors within a DMA that do not have active license agreements
- Obtain corresponding counties and zip codes located within a specified DMA
- A comprehensive review of multicast signal carriage
- Non-carriage analysis of in-market broadcast signal(s) and substitution of out-of-market competing signals
- Identify potential violations to drive agreement negotiations
- Confirm that local signals are being carried throughout an in-market footprint
- Leverage results for FCC Elections process
- Determine whether a programmer is receiving remittances from every distributor within a DMA
- Comprehensive reports include a comparative analysis and summary of results
- Mitigate revenue leakage by assuring proper distribution of your content
- Assure channel placement aligns with agreement terms

About Symphony MediaAI

We are a leading provider of services and technology products for the audit and financial management sector of the media industry. We develop robust, prescriptive analytical tools to deliver actionable business intelligence to help our clients strategically align with the changing business paradigm.

What sets us apart?



30 years of media knowledge and experience



Obsession with accuracy and innovation



Core values of integrity, trustworthiness and professionalism



A team of experts led by industry leaders



Maximize your revenue with our expertise

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