

KNOW WHO DISTRIBUTES YOUR CONTENT (AND WHO DOESN'T)

Maximize revenue with a Market Carriage Review

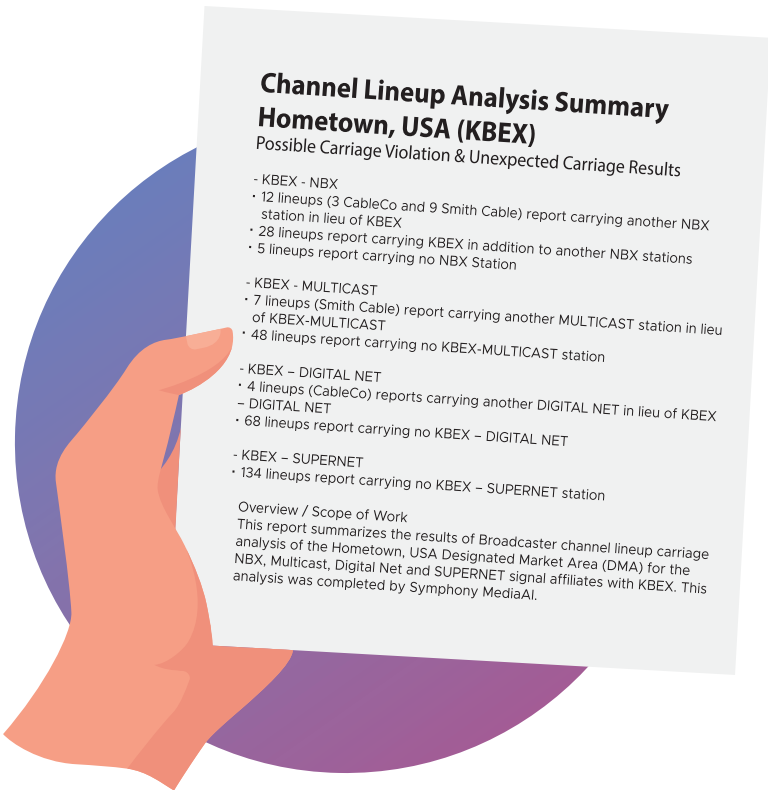
The Symphony MediaAI Market Carriage Review program determines which paid television providers distribute service within a specific designated market area (DMA) to maximize revenue in each DMA. Symphony MediaAI's dedicated team of professionals will determine which multichannel video programming distributors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

Who does MCR benefit?

Broadcasters 

Cable Networks 

Diginets 



“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

- Use publicly available information 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
- Leverage results for FCC Elections process
- 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
- Identify channel placement of competitors in your markets
- Analyze by DMA or MVPD
- 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

Contact us



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