

MEDIA **seen**

A New Dimension to TV Advertising

Introducing

Geo Targeting of Ads
on
Satellite Broadcasts

The Current Scenario

Satellite Broadcasts

- **Cover large footprints**
- **Suitable only for Multinational marketers**
- **Local / semi-regional marketers cannot afford the wasted coverage and the cost**



**Amagi introduce
NEW technology
that can Geo Target
TV commercials
to specified markets
within the footprint**

Same Program / Different TVC

TV Networks can now leverage our technology to sell ad spots separately in different countries on the same common satellite feed (Similar to split run of publications). For instance a broadcaster can sell an ad spot to Etisalat in UAE and sell the same ad slot to Ooredoo Telecom in Qatar.

Ad Versioning

Broadcasters can now offer a targeted ad versioning option to advertisers. The advertiser can run different TVC creatives in each country (if required) based on local brand preference or ethnic requirements. For instance Toyota can run a small car ad in Egypt and an SUV ad in Saudi Arabia

Ad Masking

TV Networks can now mask a particular ad in a region. For instance Alcohol ads are banned in Islamic countries, in which case TV broadcasters cannot run alcohol ads in the entire feed to Asia. Our local ad solution enables TV networks to easily replace the alcohol ads with a more acceptable TVC for the Islamic countries

**Satellite TV can now compete
with local TV channels, Print, Radio, OOH and
the Internet**

Geo Targeting of Ads

- **Can help you increase Revenue -- by bringing in a whole new breed of advertisers**
- **Give local advertisers pragmatic options**

Geo Targeting increases Broadcaster Revenue

- **Local launches**
- **Test market advertising**
- **Local Consumer Promotions**
- **Dealer Schemes**
- **Customised communication for individual markets**

Potential New Advertisers

- Shopping Malls, Retailers
 - Car Dealerships
 - Banks, Insurance, Financial Services
 - Concerts, Events, Fun Fairs,
 - Restaurants
 - Desert Safaris, Dhow Cruises, City Tours
 - Car Hire
 - Museums
 - Real Estate
- And many more

The Revenue Increase Factor

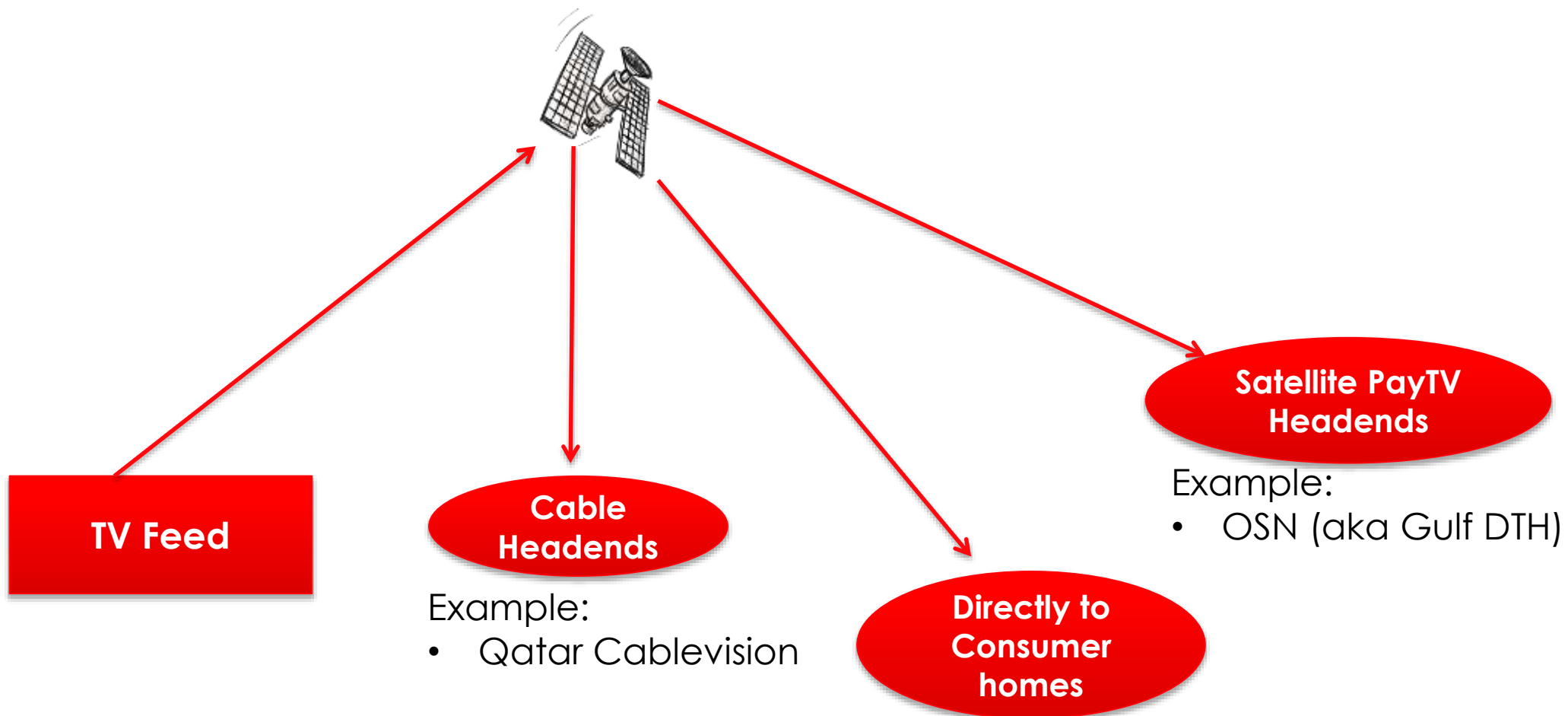
**Ad revenues can easily increase by at least 25%
as several advertisers would like TV coverage for
local BTL and activation activities**

The Amagi Technology

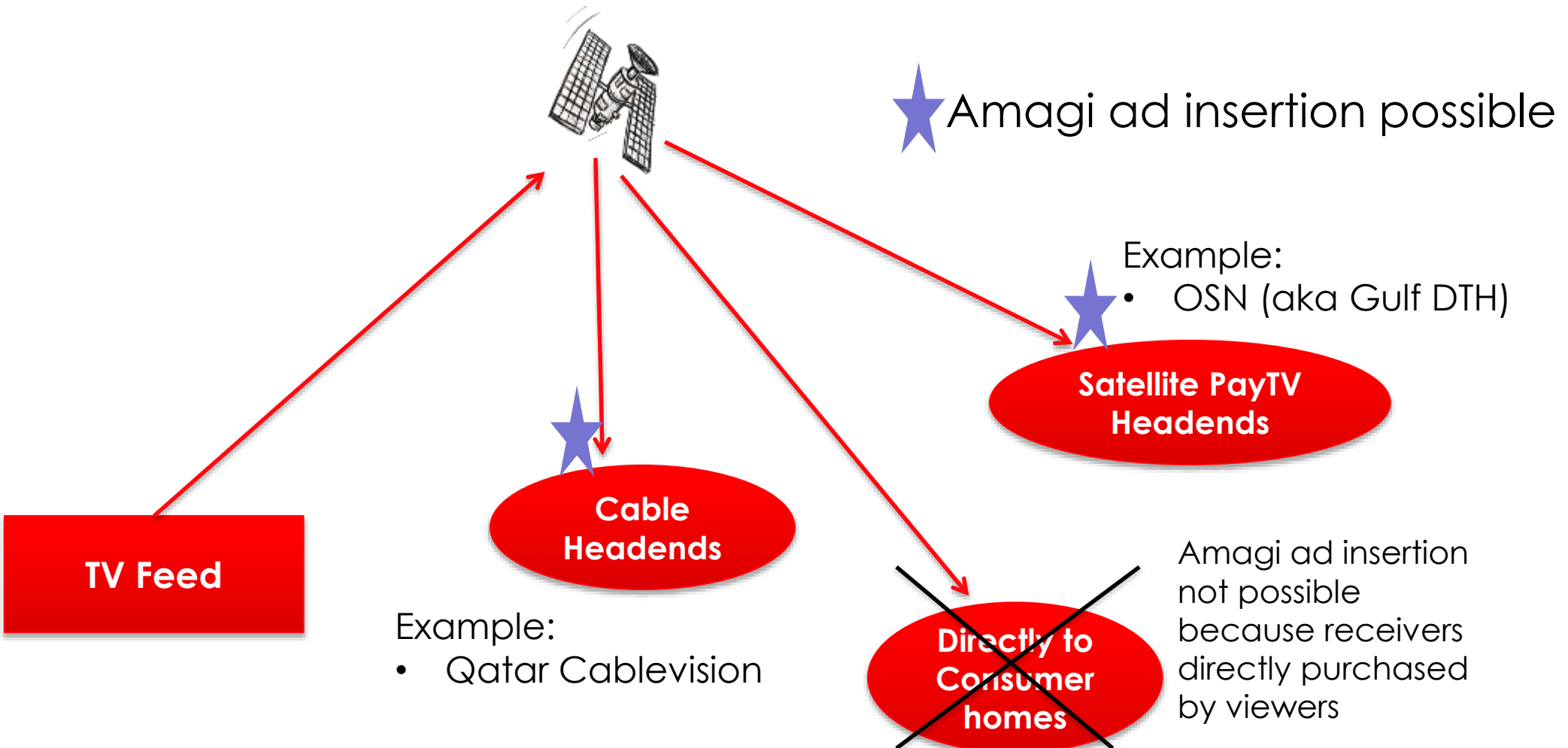
Broadcaster friendly -- easy to adopt

Backed by 24x7x365 solution performance
monitoring and support

Typical channel delivery



Points where Amagi solution can do ad-insertion



The Amagi Technology

See how it works



The Amagi Technology

Several Broadcasters
are already using it

Test it for FREE
to convince yourself

The Amagi Technology

Exclusive Representatives in MENA, Pakistan, Afghanistan



An Inca Group Company

www.mediaseen.com

Email: **amagi@mediaseen.ae**