

## TOLKA Target Ad™ Solution

TOLKA Target Ad™ solution is a cost-effective way for network operators to customize branding, deliver messages, and serve the right advertisements to the right people at the right time.

Viewer profiles are built based on their behavior when they use TOLKA Target Ad™ Ready set-top-boxes, the TOLKA Social+Media™ solution, the TOLKA Player™, or other TOLKA Target Ad™ Ready players. Based on these viewer profiles, the devices can display customized live or cached content. When used in conjunction with the TOLKA Content Insertion™ solution, customized advertisements can be inserted into live or VOD content. The inserted advertisements can be selected automatically based on customized algorithms or selected manually.

### System Benefits

- Cost-effective viewer behavior, branding, and ad-insertion solution
- Increased advertising relevance and conversion rates
- Customized branding
- Build your database of viewer data

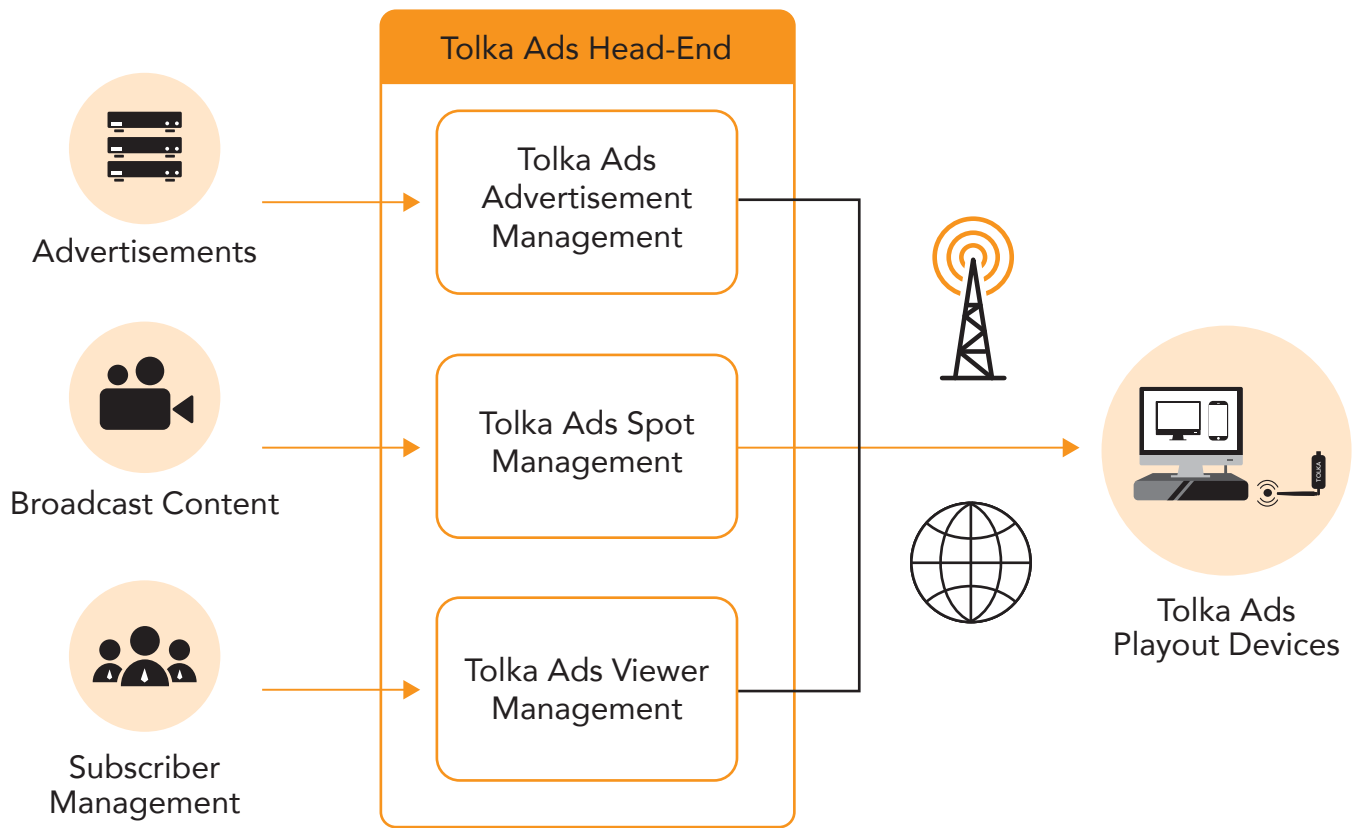
### System Requirement

- Multiplexer for carrying original program and in-band data
- TOLKA Target Ad™ ready set-top-boxes
- TOLKA Player™ or other TOLKA Target Ad™ ready players
- A Ubuntu server certified hardware with 16 GB RAM and 1 TB hard disk. CPU: 8 cores, >2.0 GHz (Intel Xeon or AMD Opteron)

### System Specifications

- Centralized management server
- Ad scheduling based on EPG
- Integrated in-band data and content delivery module
- Coupon advertising with banner/sticker/coupon wallet
- Viewer profiles based on content categories and groups
- Coordination with TOLKA Content Insertion™ solution

# System Drawing



## ADTH

For over 20 years, Atlanta DTH, Inc. has been a leading supplier of cable and satellite DTH communications equipment and an innovator of groundbreaking telecommunication systems for IPTV, OTT, DTT and other media related applications. Our solutions provide the tools for content broadcasters to expand their service offerings to existing and new customers allowing them to expand and develop their markets. We strive to meet the technological goals of our customers, be it in the broadcast, telecommunications or IPTV markets.

TOLKA, an ADTH company