broadcast interactive media

TITAN TV®

Technical Briefing

For the FCC Office of Engineering and Technology

8/19/10

Overview

- Corporate background
- Core Technologies
  - Geneva
  - Coronado
  - Conduit for SHVERA / STELA
- Technology Demonstrations
  - Aggregate signal prediction
  - Identifying WSD Interference
- WSD – current status
- Q&A

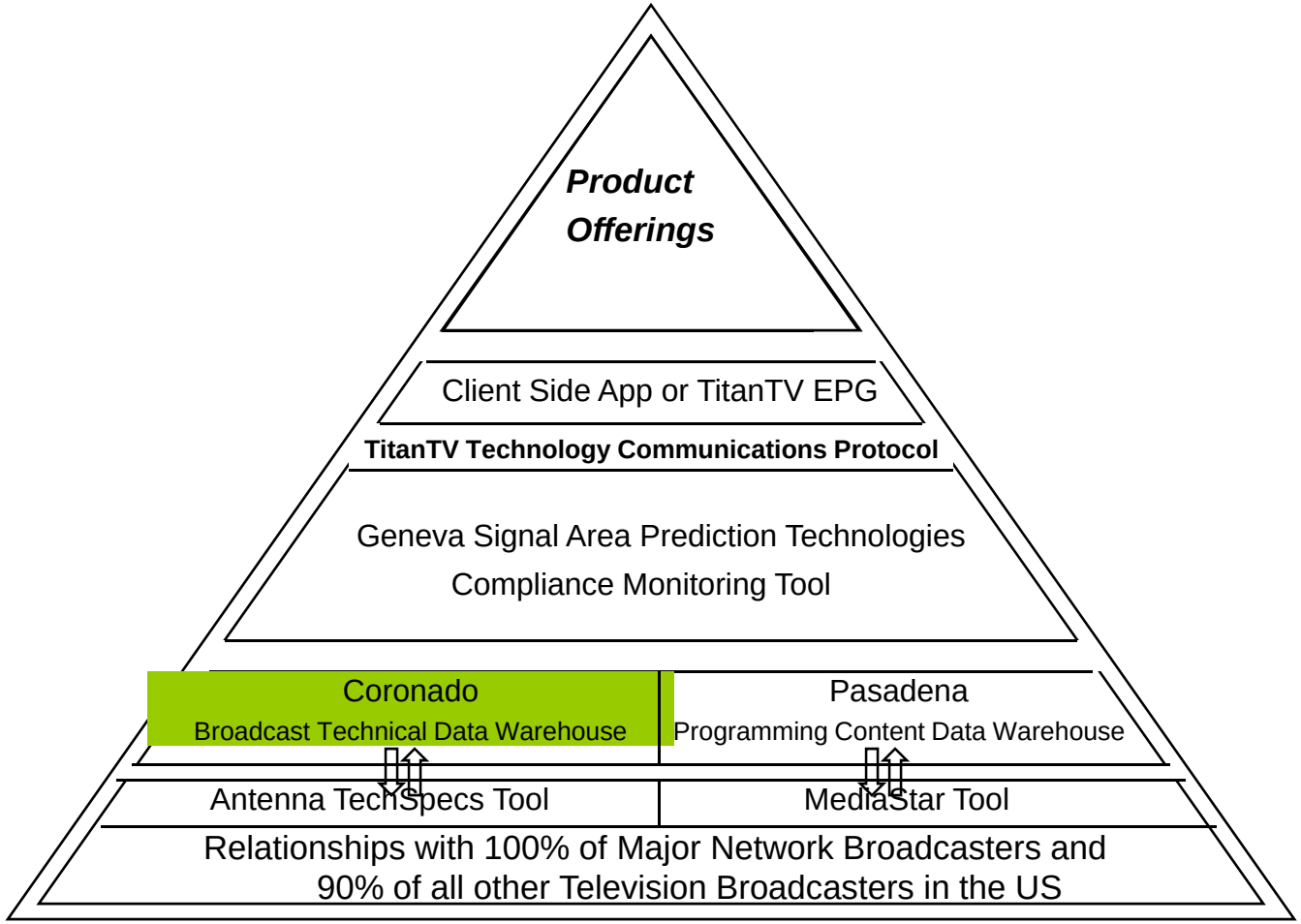
Corporate Background

- Feb 2010 - BIM acquires Decisionmark / TitanTV
- Decisionmark / TitanTV amassed large market share as SAAS provider to the broadcast community
- Played a key support role to stations during the 2009 Digital transition
- SHVA / SHVERA / STELA compliance since 1998
- Core Technologies in production since 1999
- Remain active within the industry and standards bodies
  - ATSC, NAB, MSTV, CEA, etc.
- Large portfolio of products
  - B2B, B2C and customized solutions

Additional Highlights

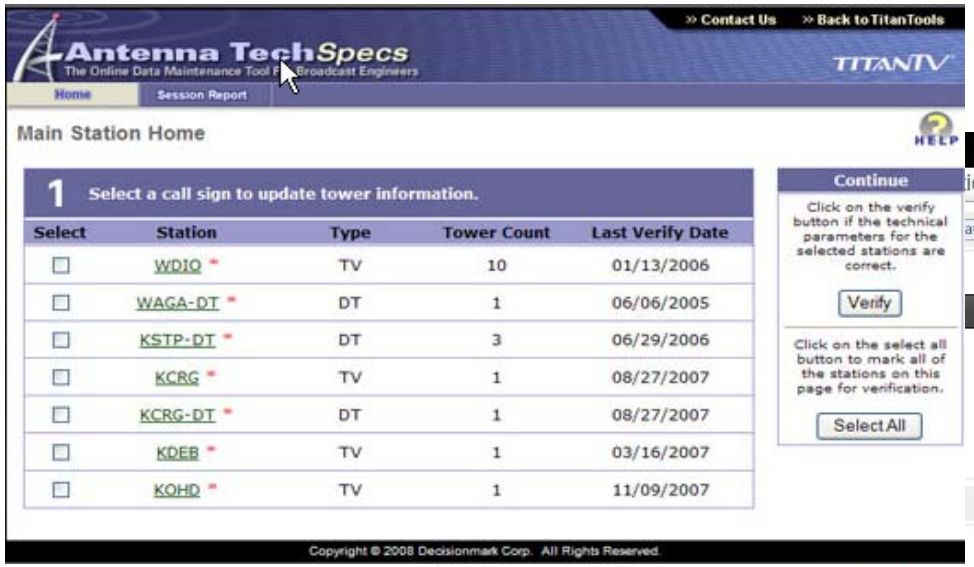
- Red Light / Green Light C-Band Settlement 1998
- Point of sale solution 1998, used by 100% of satellite since 2000
- Relied upon as a neutral party in litigation concerns since 1999
- Formerly provided CPB with funding assessment tool merging broadcaster signal footprint with population data

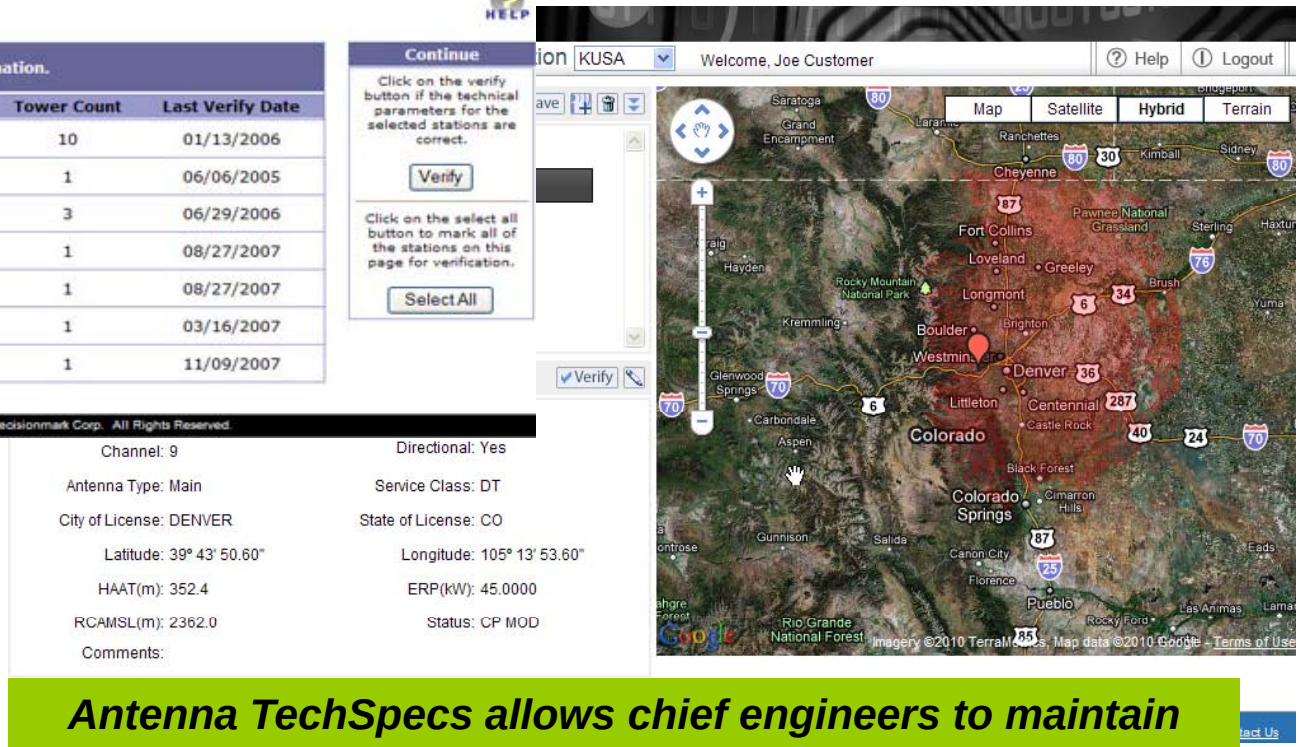
Proprietary Technologies



broadcast interactive media TITANTV

Antenna TechSpecs Feeds Coronado

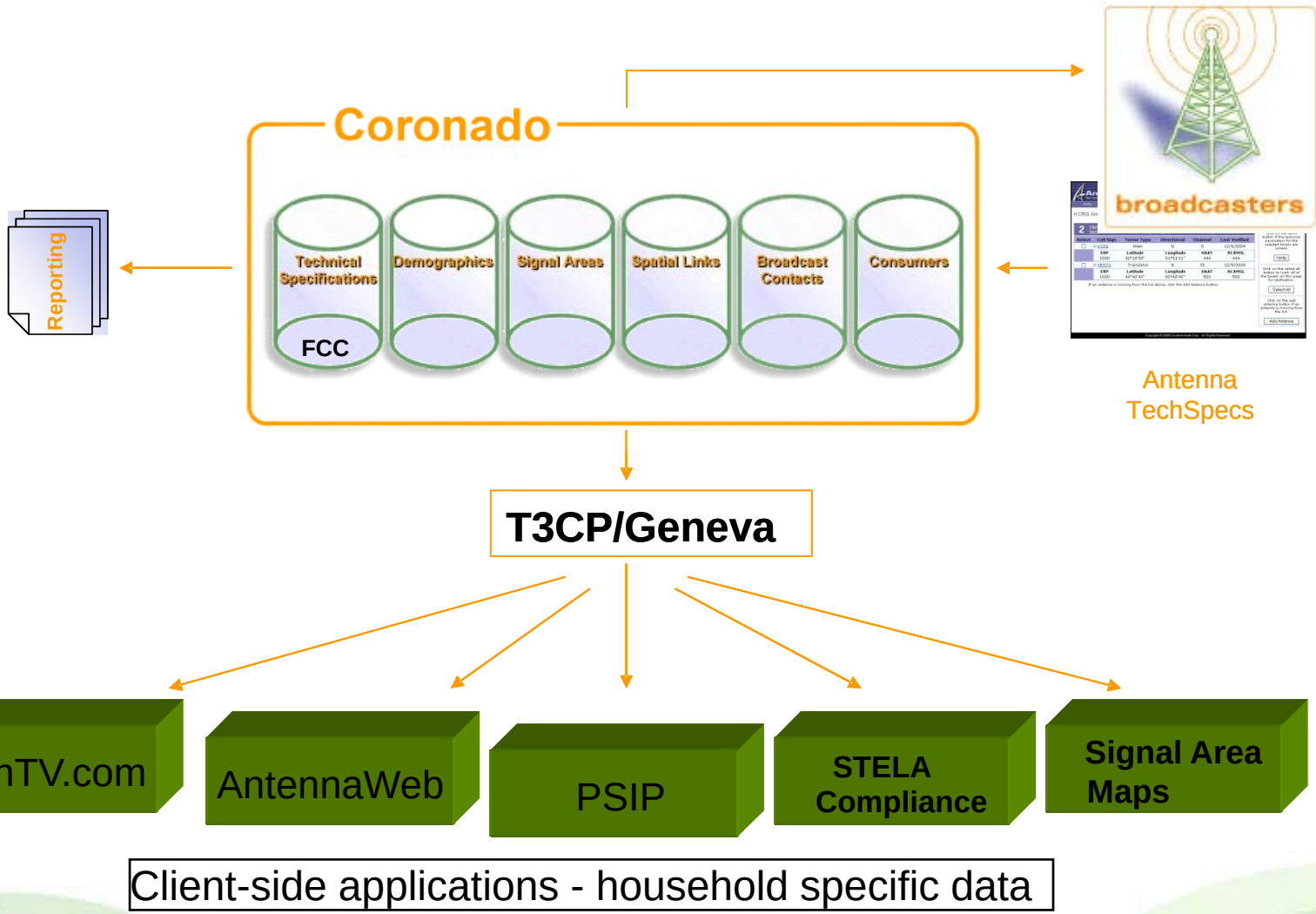




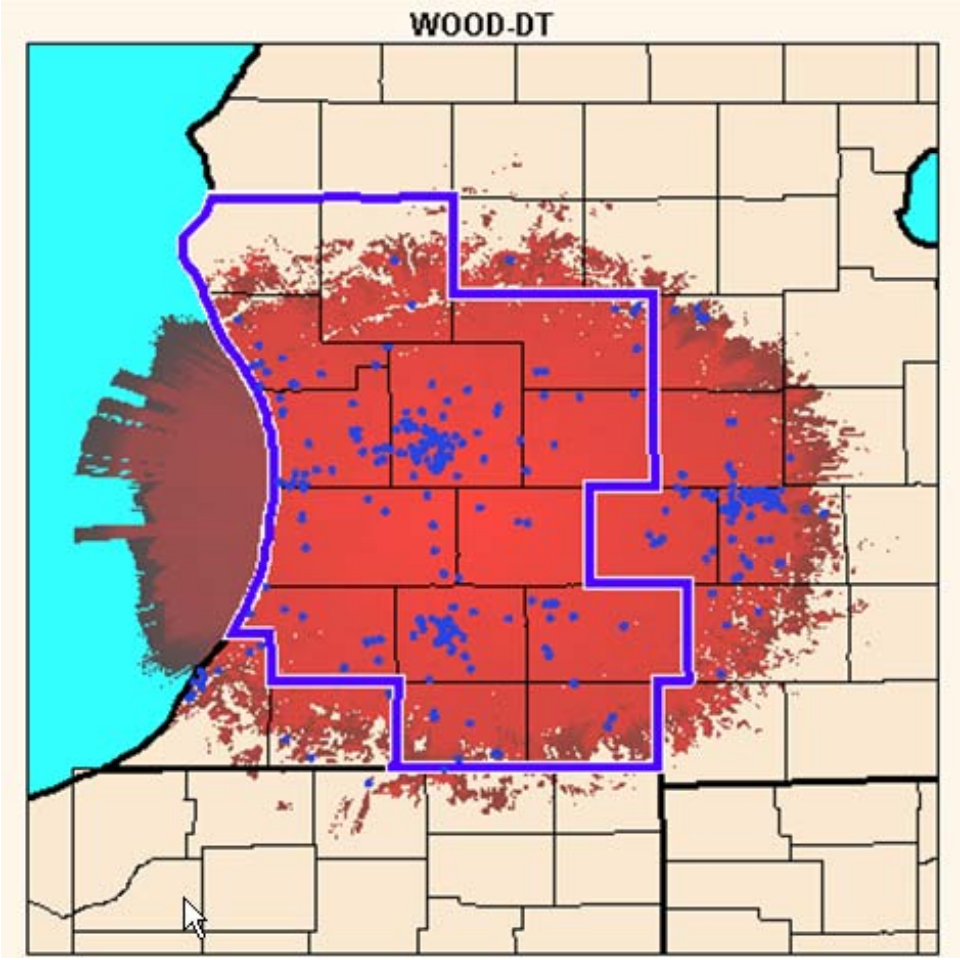
Antenna TechSpecs allows chief engineers to maintain their technical parameters for use in signal propagation - information that is the cornerstone of Coronado

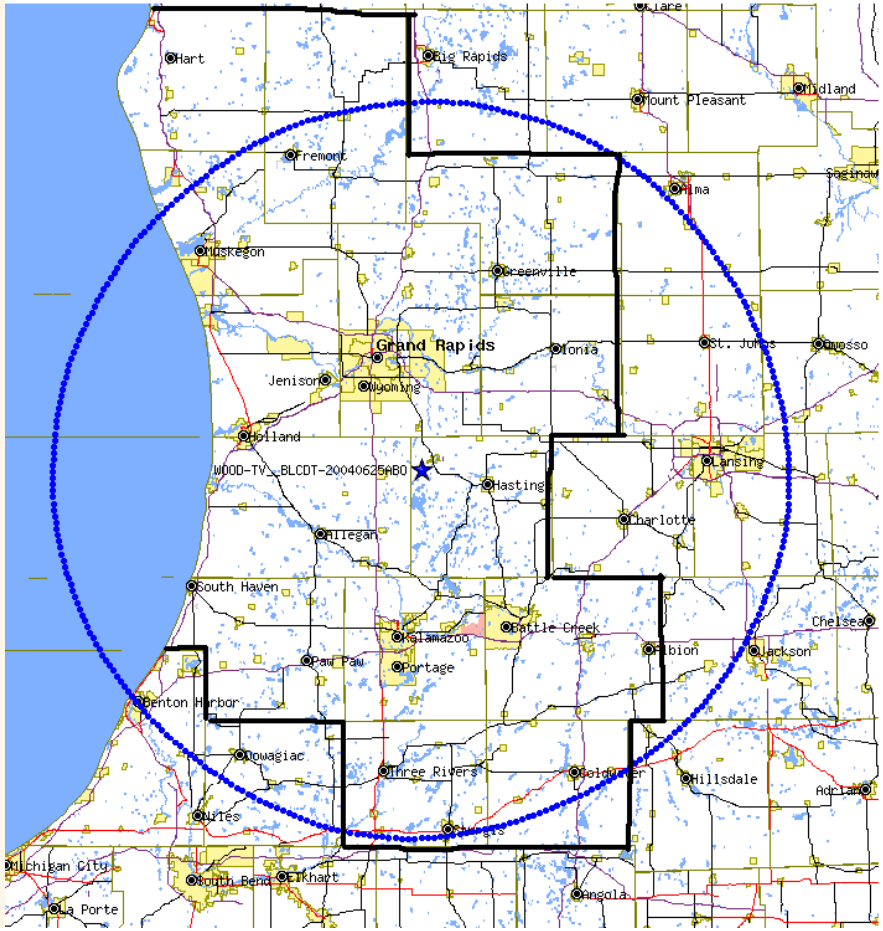
broadcast interactive media TITANTV

Coronado Broadcast Technical Data Warehouse

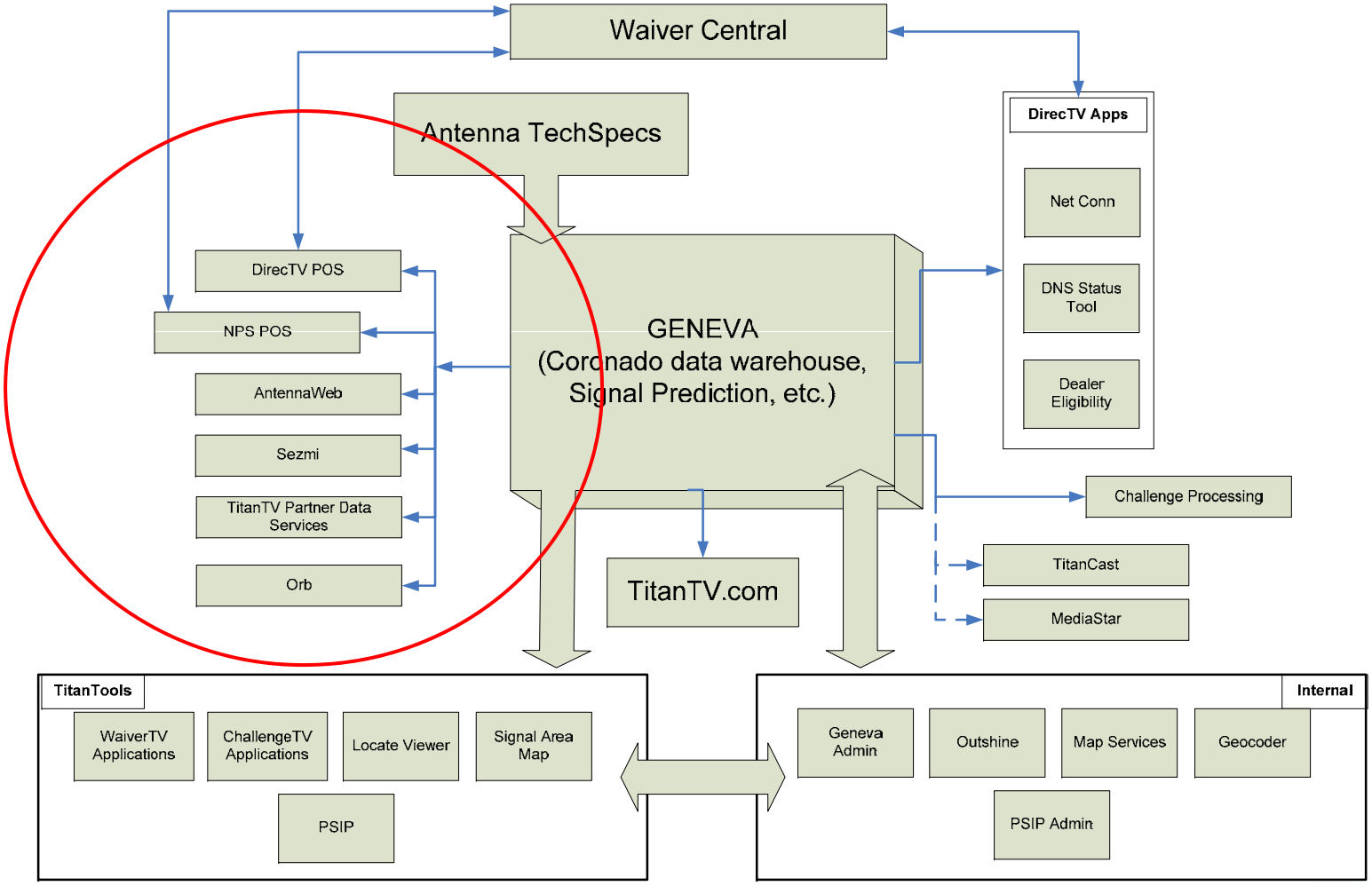


Signal Maps HH level vs. Grade B vs. DMA

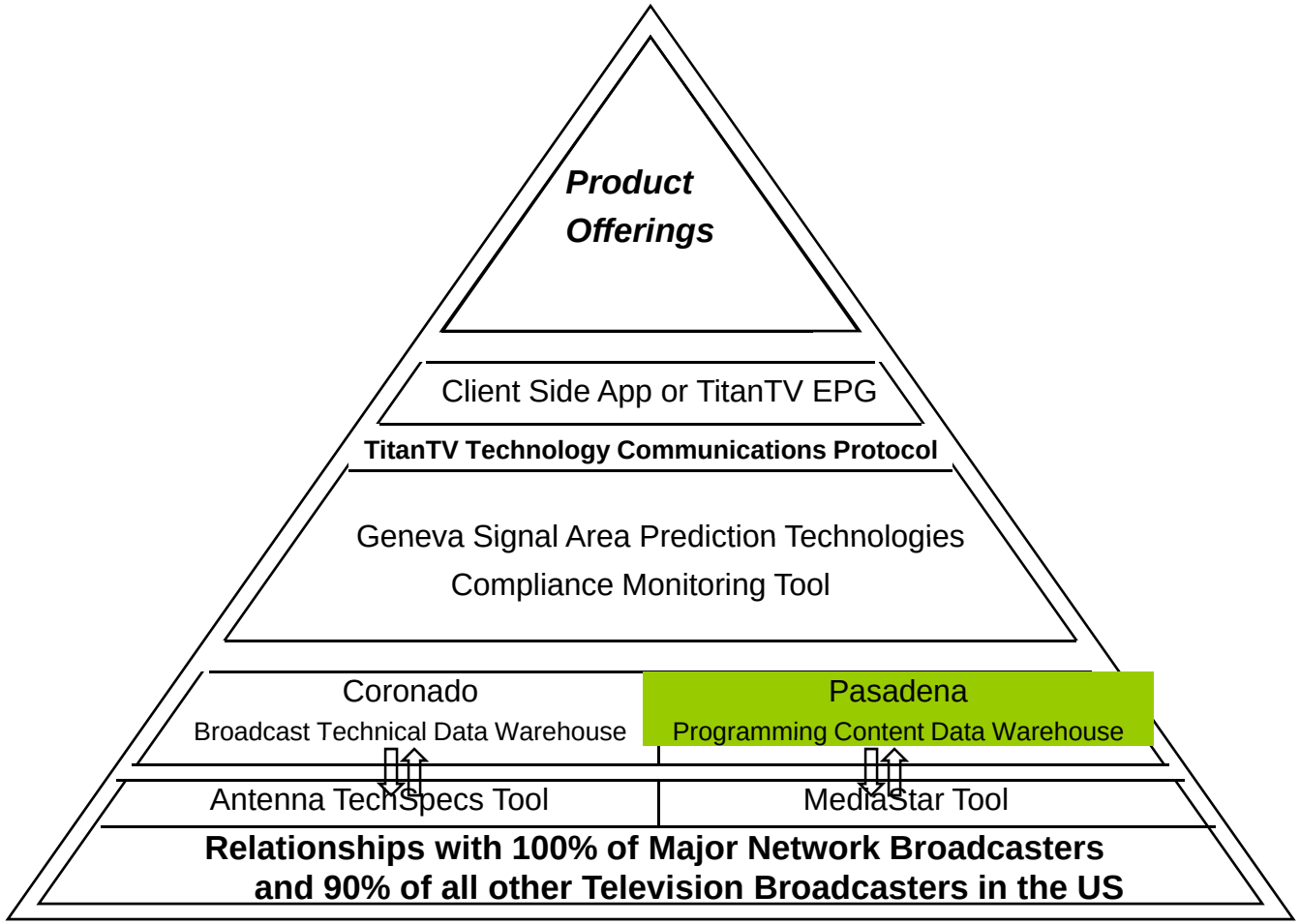




Industry Applications & a Well-formed Conduit



Proprietary Technologies

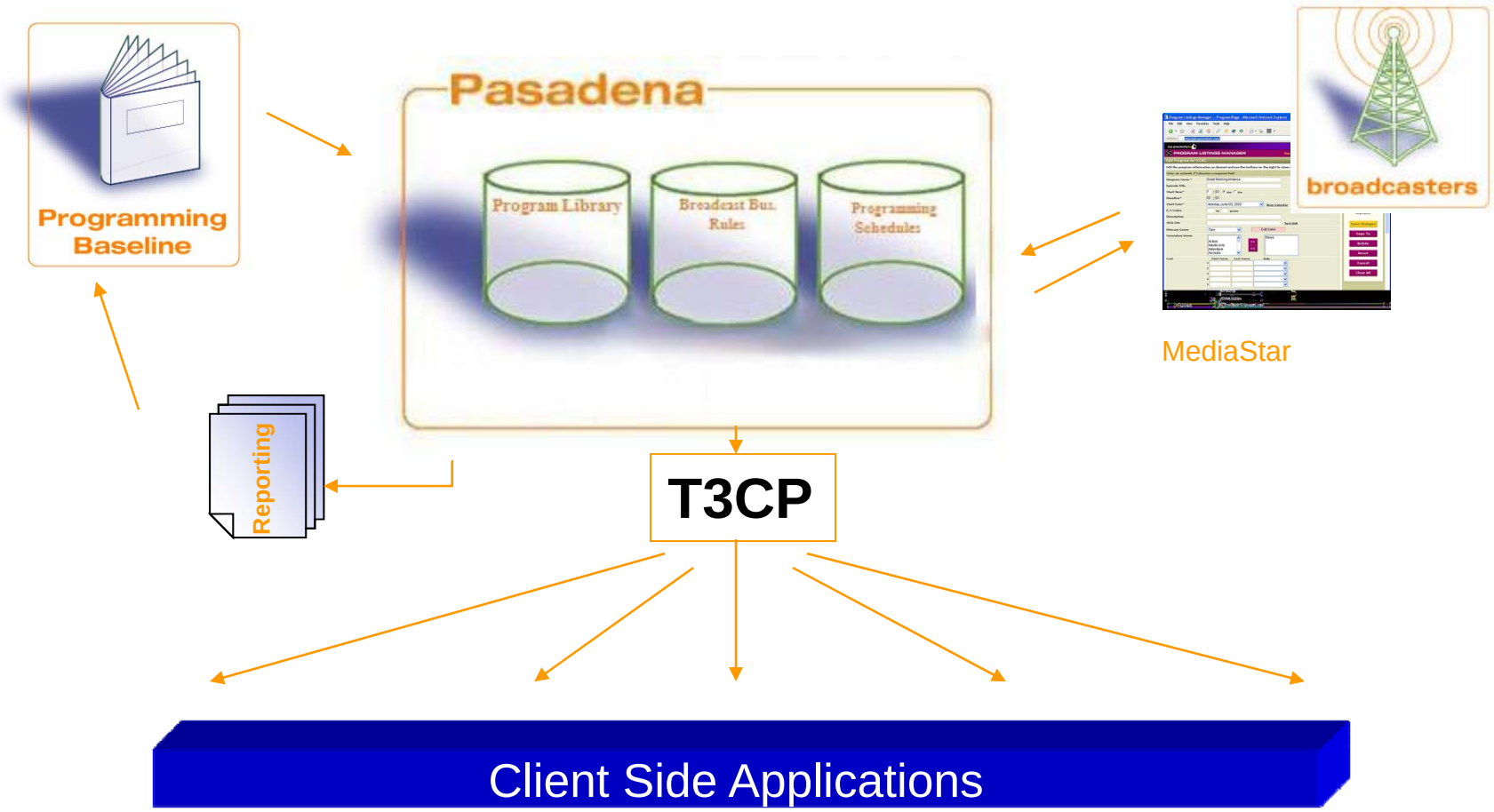


broadcast interactive media TITANTV

MediaStar Feeds Pasadena

- Used by 500+ local television affiliates, MediaStar is the leading program scheduling management tool (TV Listings)
- 400+ stations use MediaStar for generating PSIP files
- 800 stations have posted our TitanTV Guide
- MediaStar interacts in real time with TitanTV.com, TitanTV Guide, PSIP and Mobile ESGs

Pasadena Content Data Warehouse



Pasadena is the most comprehensive repository of real-time programming metadata in the industry today.

Technology Demonstration

- Signal Prediction
  - Real time signal aggregation, prediction, mapping and underlying demographic information
- AntennaWeb
  - Antenna prediction application. Aided the Digital transition to the requirements of the NAB R5 committee and CEA
- White Space Interference
  - Real time isolation of the broadcast spectrum and occupied channels

How Geneva Can Benefit WSD

- Core technology is robust and proven, uses geolocation
- Coronado adds value to the CDBS database
  - Network Affiliation
  - Relationship between mains and translators
  - GMT, Daylight Savings
  - DMA
- Can work on top of CDBS to add efficiencies
  - Determine not just *legal* channels, but also *best* channels
- Technical data is regularly audited by broadcasters themselves
- Geneva/Coronado framework is flexible and customizable
- BIM/TitanTV – proven track record for partnering with multiple stakeholders to help solve complex industry issues

broadcast interactive media

TITAN TV®

Questions / Discussion

1. Opportunity for further study/review concerns
2. Timeline for selecting database provider(s)
3. Next steps