



PSIP Capabilities

FCC Media Bureau
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Outline

- Corporate Background
- Product Overview
- Workflow
- Product Demo
 - MediaStar Program Management Tool suite
 - Master Control Utility (MCU)
- Improvements planned
- Discussion

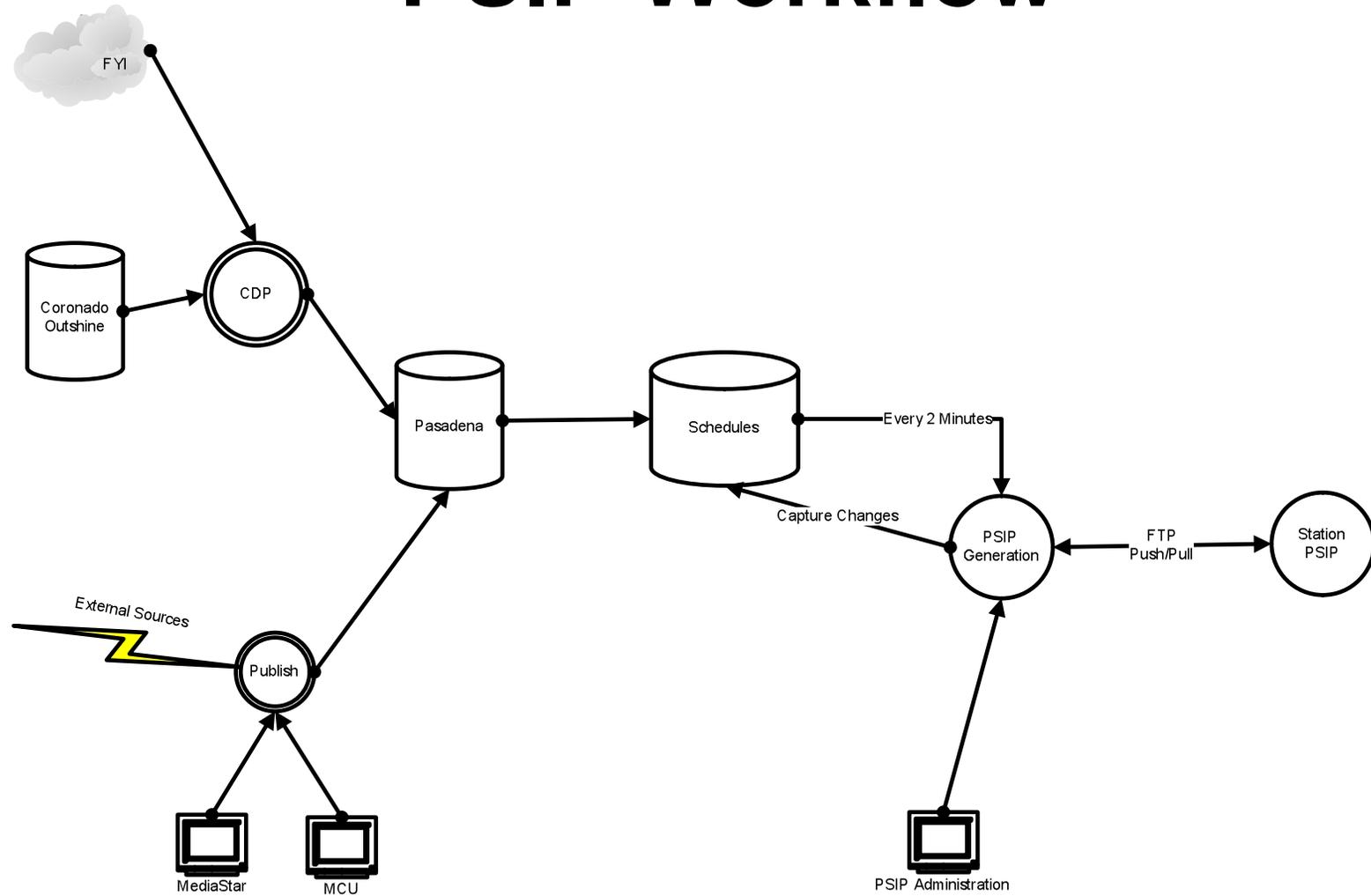
Corporate background

- Feb 2010 - BIM acquires Decisionmark / TitanTV
- Decisionmark / TitanTV amassed large market share as a 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
- Over 900 broadcast stations purchase one or more of our products
- Large portfolio of products
 - B2B, B2C and customized solutions

PSIP Overview

- PSIP data service sold since 2004
- Over 400 stations subscribe today
- TitanTV was active in the PMCP standard development
- Support all PSIP generator formats
- MediaStar auto distributes program updates
- MCU launched in Sept '08 to streamline last minute changes. In use by 66 stations today

PSIP Workflow



Delivering program changes today

1. Morning job produces new files daily (typically a 1 hour process)
2. Monitor for MediaStar published changes (full or delta) every two minutes
3. If changes pending, PSIP executable kicks off to process changes. Failover support provided if processing takes longer than 2 minutes.
4. New files pushed to our or the customers FTP site
5. Client processes pick up changes for ingestion
6. TOTAL CYCLE TIME = 2 to 6 minutes*

* 2 minute monitoring timer is suspended during morning bulk process



Product Demos

- [MediaStar](#) Program Management
- Master Control Utility ([MCU](#))

Planned Improvements

- Alternate Schedules
- Breakaway events
- Optimizations to increase Publish to PSIP file creation elapsed time
- Mobile DTV ESG synchronization



Q&A

- Data accuracy requirements
- Centralized program changes for cable/satellite to access. Broadcasters are concerned that PSIP changes aren't picked up by other MVPDs. Consumers regularly complain.



Thank You