

EclipsePlus®

Advertising Management for MVPDs



Imagine Communications' EclipsePlus® (formerly OpenTV's EclipsePlus®) is our legacy campaign management, traffic and billing solution that facilitates the efficient execution of advertising across multiple platforms — enabling service providers to maximize ad revenues by optimizing advertising inventory management. Offering a software solution that supports smaller operations, EclipsePlus delivers lower costs and improved efficiencies over a “one-size-fits-all” model.

The functionalities provided by EclipsePlus can positively impact an organization's advertising sales bottom line through increased performance, enhanced efficiencies and improved productivity of a service provider's sales organization. What's more, it enables service providers to more effectively market their products to the right customer and offer advertisers greater value for their ad dollars.

- Streamlined operations optimize advertising revenue streams
- Automation of advertising interfaces reduces operational error
- Centralized management of advertising campaigns lowers costs
- Rich analysis enables more effective monetization of advertising inventory

Eclipse Products

EclipsePlus®

EclipsePlus is an enterprise-level advertising campaign management product and end-to-end solution designed to help our clients grow their revenues and meet the challenges of the ever-changing television advertising marketplace. To accommodate the increasing complexity and traffic volume of ad sales operations, EclipsePlus is able to handle thousands of local and interconnect networks, schedule complicated channel environments and run multiple advertising markets within a single database. Robust Web-based operational reporting pulls everything together, enabling service providers to gain the competitive edge.

EclipsePlus®/xG OnDemand

EclipsePlus/xG OnDemand provides enhancements to traditional ad campaign management to address the emerging challenges of the on-demand advertising market. By enabling MSOs and communications service providers to sell, manage, deliver and bill dynamic addressable and interactive advertisements across on-demand infrastructures, this solution assists our clients in meeting the growing demand for advertising that is relevant and engages viewers across multiple content platforms.

Features

Add premium value to television advertising through sophisticated campaign management, interactivity and

addressability.

- Full range of advertising solutions — supports any size operation, from entry-level to tens of millions of subscribers, including deployments with on-demand capabilities
- Order Management – supports buys for specific networks, days, times/day-parts, geographic regions, for both local and interconnect markets
- Program/Network Management – enables ingest of network & program format data that defines inventory availability
- Copy Management – allows assignment of a specific asset or groups of assets to the ordered events
- Inventory Management – tracks available program titles and inventory allocations and creates preliminary schedules, providing details on the consumption of the available inventory
- Interactivity and Dynamic Addressability – enables inventory owners to quickly model the effective use of addressable ads and identify the highest yielding audience segments
- Schedule Management – establishes a set of parameters that indicate which ads are to be played when, allowing both manual and automated scheduling of advertising
- Verification/Billing Management – provides verification and reconciliation services
- Reporting – enables the automated generation of reports in multiple output formats
- Third-Party Interfaces – provide support for integration with many third-party systems