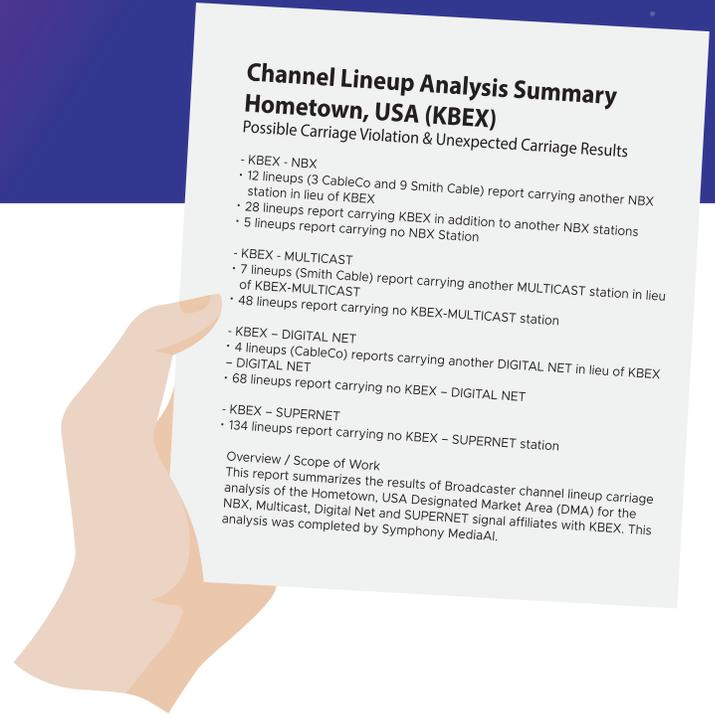


Know Who Distributes Your Content (And Who Doesn't)

Maximize revenue with a Market Carriage Review

The Symphony MediaAI Market Carriage Review program determines which paid television providers distribute service within a specific designated market area (DMA) to maximize revenue in each DMA. Symphony MediaAI's dedicated team of professionals will determine which multichannel video programming distributors (MVPDs) and other distributors are located within specific DMAs so you can ensure you have valid agreements with each distributor.



Who does MCR benefit?



Broadcasters



Cable Networks



Diginets



It was great partnering with Symphony MediaAI to develop a report that helps us understand carriage across our markets and ensure MVPD compliance for all streams and markets.

Alison Young, senior director of account operations, Scripps

MCR Program Highlights

- > Use publicly available information to identify all distributors located within specified DMAs
- > Identify distributors within a DMA that do not have active license agreements
- > Obtain corresponding counties and zip codes located within a specified DMA
- > A comprehensive review of multicast signal carriage
- > Leverage results for FCC Elections process
- > Non-carriage analysis of in-market broadcast signal(s) and substitution of out-of-market competing signals
- > Identify potential violations to drive agreement negotiations
- > Identify channel placement of competitors in your markets
- > Analyze by DMA or MVPD
- > Determine whether a programmer is receiving remittances from every distributor within a DMA
- > Comprehensive reports include a comparative analysis and summary of results
- > Mitigate revenue leakage by assuring proper distribution of your content
- > Assure channel placement aligns with agreement terms

About Symphony MediaAI

For more than 30 years, Symphony MediaAI has been the leading media industry contract compliance firm globally. We review annually more than \$20 billion in license fee and royalty payments, and more than 85 million subscribers at more than 300 providers. Our expertise spans subscriber, billing, and conditional access systems; subscriber and transaction reporting; license fee, revenue assurance, royalty payment calculations, and contract compliance.

What Sets us Apart?



30 years of media knowledge and experience



Obsession with accuracy and innovation



Core values of integrity, trustworthiness and professionalism



A team of experts led by industry leaders