



FOR IMMEDIATE RELEASE

ProConsultant Informatique announces a new Automated OTT Advertising enhancement to its Business Management Solution LOUISE™ and Ad Sales Solution CINDY™

Jouy-Aux-Arches, France – April 2018 – The power of Business Management Solution (BMS) LOUISE™ combined with Ad Sales Solution CINDY™ is continuing to gain momentum on the market as the Media Content Providers' business backbone, with the launch of another new enhancement and new way of managing the growing and evolving world of advertising, particularly in OTT. PCI's CEO Hervé Obed commented, "a solution to accurately measure the impact of advertising remains a challenge in the OTT world. A model that is less speculative and more accurate and reliable is required to ensure content businesses maintain control over their content while maximizing their distribution."

LOUISE™ already enables the implementation and optimization of Media Business processes, establishing seamless workflows from content acquisition and rights management to content distribution and content repackaging. Extremely modular, LOUISE™ provides centralized and dynamic management of both media content and (technical, operational and business) metadata relating to the content, alongside a high-performance, automated business workflow engine. This allows for overall management of business processes and helps streamline and automate them all, in order to optimize costs and increase productivity.

Workable alongside or independently of LOUISE™, is PCI's Ad Sales Management Solution, CINDY™, which goes beyond offering sales, traffic, ad placement and revenue optimization features, for linear and/or non-linear environments (Web, VOD, CatchUp TV, Podcast, Mobile Apps and OTT). Designed to handle global ad campaigns for any media operator, as well as programmatic and automated selling, CINDY™ offers many unique features in its fully integrated solution and works with LOUISE™ in this newest innovation from PCI.

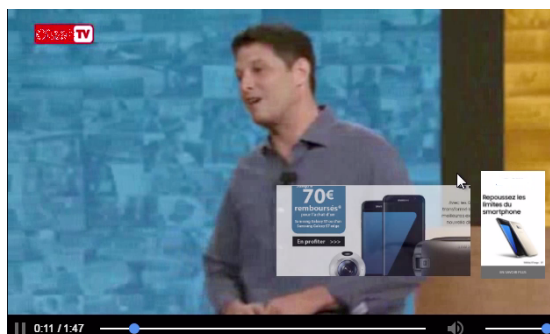
OTT Advertising Enhancement Explained:

PCI has worked with their technology partner Adways on the newest enhancement, which delivers greater integration functionality and a new way of efficiently managing new forms of advertising, particularly in OTT. With consumers now consuming content on various platforms and devices, advertising has changed. Changing viewer patterns and habits has brought about the introduction of

targeted advertising. Whilst LOUISE™ and CINDY™ can of course still facilitate the original forms of ad insertion, the new enhancements in LOUISE™ and CINDY™ allow for targeted, interactive advertising as well as split screen and in-programme advertising.

LOUISE™ and CINDY™ work together and share key metadata, to allow the advert to be automatically generated in the programme. CINDY™ will search for campaigns, which are not yet live and automatically send information to LOUISE™. This information allows LOUISE™ to automatically generate an interactive banner, for example, in the desired place in the programme. These interactive banners can generate further information, such as directing you to the advertiser's website. This automatic application of the banner not only allows control over the content and where the banner is placed, but it allows for increased efficiency and therefore productivity due to the reliability of the campaign data it then generates.

In doing so, it allows the customer control over their content, as well as the placement of the advertising and associated campaign results. Campaigns and content selection are all configurable based on details including demographics and viewing patterns.



About ProConsultant Informatique

PCI is always looking for innovative technologies and enhancements to their solutions, in order to help Media Groups to develop their activities and revenues. They are proud of their innovation and their strategic partnerships with technology innovators and market leaders. PCI has been applying this approach for 20 years, which is fundamental to their customers given the evolution of video consumption patterns and habits in recent years. Systems need to stay ahead and constantly deliver new enhancements in order to ensure customer satisfaction. In this context, PCI wants to continue its approach to evolve and continually adapt both LOUISE™ and CINDY™ to allow for greater customer benefit and ability to maximize the monetization of video content. With questions continually emerging around how to manage new business models and advertising techniques in a digital, and particularly social media orientated world, PCI is proud to have created this timely solution for their customers.

The newly enhanced module will be showcased at NAB 2018.

For more information, please visit www.proconsultant.net

Press Contact

Laurence THILL

Email: marketing@proconsultant.net

Tél: +33 (0)3 87 37 78 78