

# Generate New Revenue Opportunities

## Google TV Ads and VCI Solutions' Orion<sup>®</sup>

### Benefits

Google TV Ads is now integrated with VCI Solutions' Orion Business System, enabling two way dynamic communication between the two platforms. This allows cable and broadcast operators to:

- Discover new revenue streams
- Reach new advertisers and increase market share
- Eliminate manual operation costs through sales automation
- Understand full value of inventory through analytics driven insights

### How Does it Work?

As an inventory owner, you specify which inventory you'd like to make available through Google TV Ads.

Once advertisers have uploaded their ads and bid the clearing price in an auction, the winning ads are delivered from Google's platform to the VCI Solutions traffic system, Orion, where they follow spot business rules for scheduling.

As ads are approved and aired, VCI Solutions' Orion returns verification information to Google about when and where each ad ran.

