



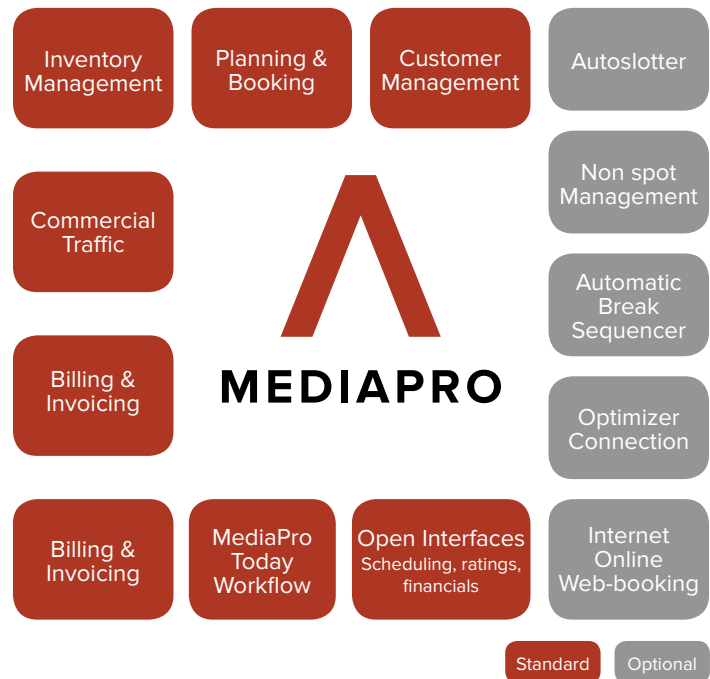
MEDIAPRO IS YOUR TAILOR-MADE, FLEXIBLE AD SALES SOLUTION

The MediaPro sales system for TV and Radio Linear Advertising empowers sales houses, TV and radio networks and buying agencies with effective administration of the end-to-end ad sales cycle.

BENEFITS:

- Develop and implement optimum pricing strategies
- Realize and optimize the best revenue yield for your available TV & Radio inventory
- Enable informed business decisions by providing real-time TV & Radio airtime information to both buyers and sellers
- Manage commercial airtime campaigns for multiple channels and cross-channels
- Ease change management by customizing solutions for your business practices
- Get customized suggestions for system and workflow improvement points to streamline your operation

FLEXIBLE MEDIAPRO ARCHITECTURE



ADDED VALUE:

- Easily customized to fit client needs and market model
- Intuitive features to support management of the entire TV & Radio sales process
- Support of any Pan-European sales model
- Integration with third-party spot optimizers
- Powerful native Autoslotter to automatically place 90% or more bookings
- Integration with agencies' campaign management systems
- Parallel support for multiple territories/countries of the same company
- Agency access to MediaPro