



OPERATE LIKE THE BIG PLAYERS. WITHOUT THE BIG BARRIERS.

INFO SHEET

AOS gives growing media companies the same end-to-end platform trusted by the world's largest media brands, now configured for your scale, and free to implement.

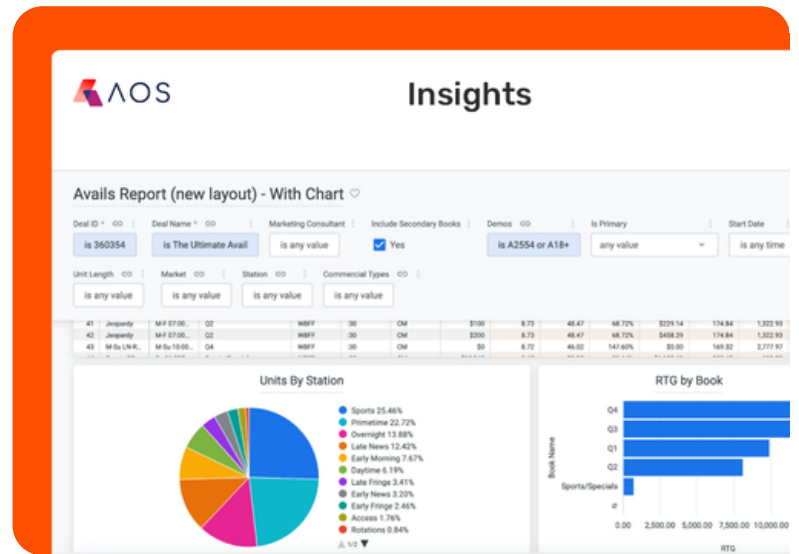
For years, Operative's AOS has been the platform of choice for the world's leading broadcasters, streamers, and media companies. Now, AOS brings that same proven technology to growing media companies, without the complexity, cost, or implementation burden traditionally associated with enterprise software.

Whether you're a digital publisher, streaming service, DOOH operator, commerce media network, or emerging network, AOS is built to help you run a smarter, more efficient media business from day one.

One Platform. Your Entire Workflow.

AOS manages every step of your revenue operations in a single, connected AI-powered platform.

- **Sales:** All inventory, all channels
- **Planning:** Optimize campaigns with confidence
- **Order Management:** Execute seamlessly
- **Reporting:** Visibility, insights, decisions
- **Billing:** Streamline invoicing



TRUSTED BY
GROWING MEDIA
PROPERTIES

Los Angeles Times

PatientPoint

tubi

VICTORY

FREE IMPLEMENTATION. SERIOUSLY.

GO LIVE IN 3 MONTHS AT NO ADDITIONAL COST

We know implementation has historically been one of the biggest barriers to adopting enterprise software. So we've removed it. When you choose AOS, Operative handles the implementation at no cost to you.

That means faster time to value, less risk, and a partner invested in your success from the start.

SELECT FROM OPTIONAL ADD-ONS

Simplified pricing lets you select standard add-ons to add extra integrations or campaign migrations. Browse from custom add-ons that are priced based on scoping.

IMPLEMENTATION MODEL

| INCLUDED Available in 3 months at no added cost | STANDARD ADD-ONS Additional time and cost as listed | CUSTOM ADD-ONS Timing and cost requires scoping |
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| <ul style="list-style-type: none"> • Staging Tenant pre-configured with industry standards and best practices • 2 Integrations (Select from Google Ad Manager, FreeWheel, AdsWizz, Microsoft Monetize, INVIDI) • SSO Federation • 6 Weeks of Configuration • 2 Weeks for Testing (E2E Testing, Final Validation) • Access to standard API recipes • Train the Trainer • “Big Bang” Go Live • Weekly Status Meeting • Monthly Steer Co • 4 Weeks of Hypercare • Optimization Review (6 months post Go Live) | <ul style="list-style-type: none"> • Salesforce Integration • Cost waived • Additional project duration • Additional Project Weeks (Configuration, Integrations, Testing, Hypercare) • \$5,000 per week • Advanced purchase / invoiced in arrears • Active Campaign Migration • (1 Partial & 1 Full Dry Run, 1 Production Run) • \$25,000-\$35,000 Additional cost (Based on scope) • 3 Weeks additional duration • Historical Campaign Migration • \$20,000 per year • Occurs during Hypercare | <ul style="list-style-type: none"> • Integration with STAQ, Adeline • Phased Go Lives • End User Training • Enhancement or Development Requests • Data Streams • Access to staging tenant post project • On-sites • Operative-led Data/Config Prep • Operative performed Solution or Release Testing • Gap Analysis • External Audit Review Prep or Participation • Data Streams • API Consulting |