

OnRequest

Nonlinear Management Solution



OnRequest

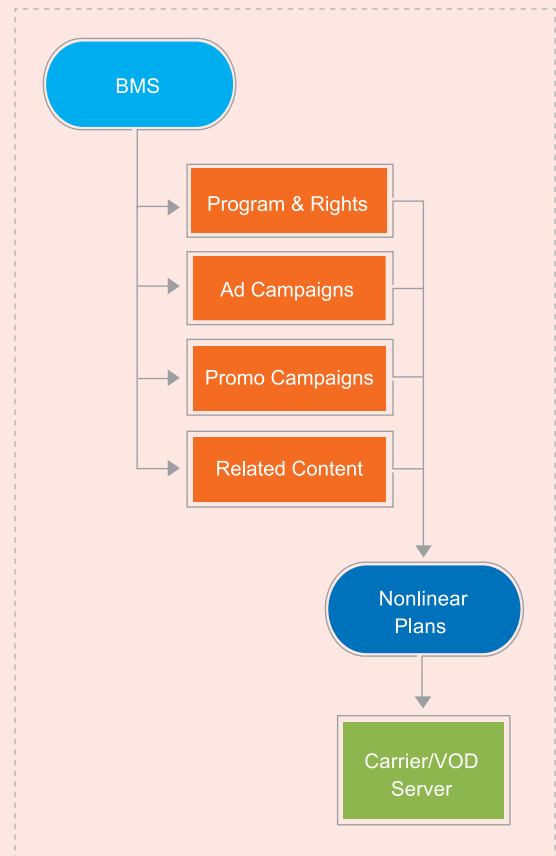
SintecMedia's nonlinear solution meets the increasing demands of an evolving media industry. **OnRequest** manages all programming, contract rights, ad sales and promotions, opening up new revenue streams by effectively managing nonlinear services on a variety of platforms.

Based on the advanced and well-established architecture of **OnAir**, **OnRequest** features an innovative graphic schedule supported by intuitive tools for planning and analyzing nonlinear catalogs and effectively tracking contractual requirements. Standard and customized reports and business rule verification provide effective communication and control capabilities.

Enhanced features such as EPG metadata and advanced synopsis capabilities meet the unique requirements of alternate and multiple distribution platforms. Metadata and schedule output files may be generated and customized in a variety of industry-standard formats, including the CableLabs VOD Metadata 2.0 XML.

FEATURES

- Support for cross-platform (linear/nonlinear) ad and promo campaigns
- Advanced scheduling tools for creating and analyzing nonlinear catalogs
- Platform-specific licensing rights, viewer rights definition and title packaging
- Configurable scheduling rules to ensure compliance with contractual obligations and business commitments
- Support for related content such as trailers, clips, graphics and applets
- Multiple business models and pricing mechanisms
- Management of Trick Mode insertions (Fast Forward, Pause, etc.)



BENEFITS

- Maximize revenues by leveraging content on new and multiple platforms
- Increase potential sales inventory across all nonlinear services
- Offer clients cross-platform ad and promo campaigns
- Prepare for emerging industry business models
- Get the most out of your airtime with targeted advertising
- Eliminate errors with fault-free contractual rights management
- Stand-alone product with optional BMS integration
- Enjoy all the benefits of **OnAir**'s proven system design