

ONDEMAND A QUICK REFERENCE SHEET



www.itsalltv.com/ondemand

Adelphia OnDemand Advertising—New technology bringing customers closer to your brand.

What is OnDemand?

OnDemand (Video On Demand or VOD) – A library of video content, available 24 hours a day to digital cable subscribers, that is selected by a consumer through a user interface (UI) on their television - similar to an on-screen channel guide. ExpoTV is our OnDemand consumer destination for national and local commerce.

LFA (Long Form Advertising) – An advertisement on the OnDemand Platform is known as "Long Form Advertising" (LFA). An LFA can be longer than two minutes in length, since this platform does not adhere to traditional television units (ie. 30- or 60-second spots).

Product positioning

- Reaching the most valuable of consumers – ones who voluntarily want to know more about a product or service, thus, making OnDemand advertising a more valuable medium
- Providing targeted advertising placement where consumers are
- Offering actionable, in-depth metrics on consumer viewing behaviors

Product attributes

- Non-traditional environment with ads over 30 seconds in length
- Voluntary viewing of advertising content
- Informational, quality and entertaining content
- Targeting capabilities by demographic tendencies
- In-category placement
- Measurable viewership
- In-depth and actionable reporting metrics

Sales Process – The 7 “Ps”

- Purpose
- Prospecting
- Preparation
- Pitch
- Production
- Point People
- Post-Analysis

Operational Process – minimum 30-day lead time required

- T-30 days Proposal generation
- T-30 days Tape deadline
- T-29 days Submit proposal to Sales Manager for approval
- T-28 days Submit proposal order form to billing to generate invoice
- T-27 days Attribute form
- T-25 days Metadata
- T-25 days QC of metadata
- T-23 days Monthly transmission form
- T-22 days Tape with metadata and transmission form to TVN
- T-2 days Cross-promotional spot order insertion form submitted to Sales Manager for approval
- T-2 days Submit Cross-Promotional spot media
- Launch On air
 - Long form advertising available on the menu system
 - Cross-promotional spots start

it's all TV TO THE VIEWER™