

**Manage
ad campaigns**

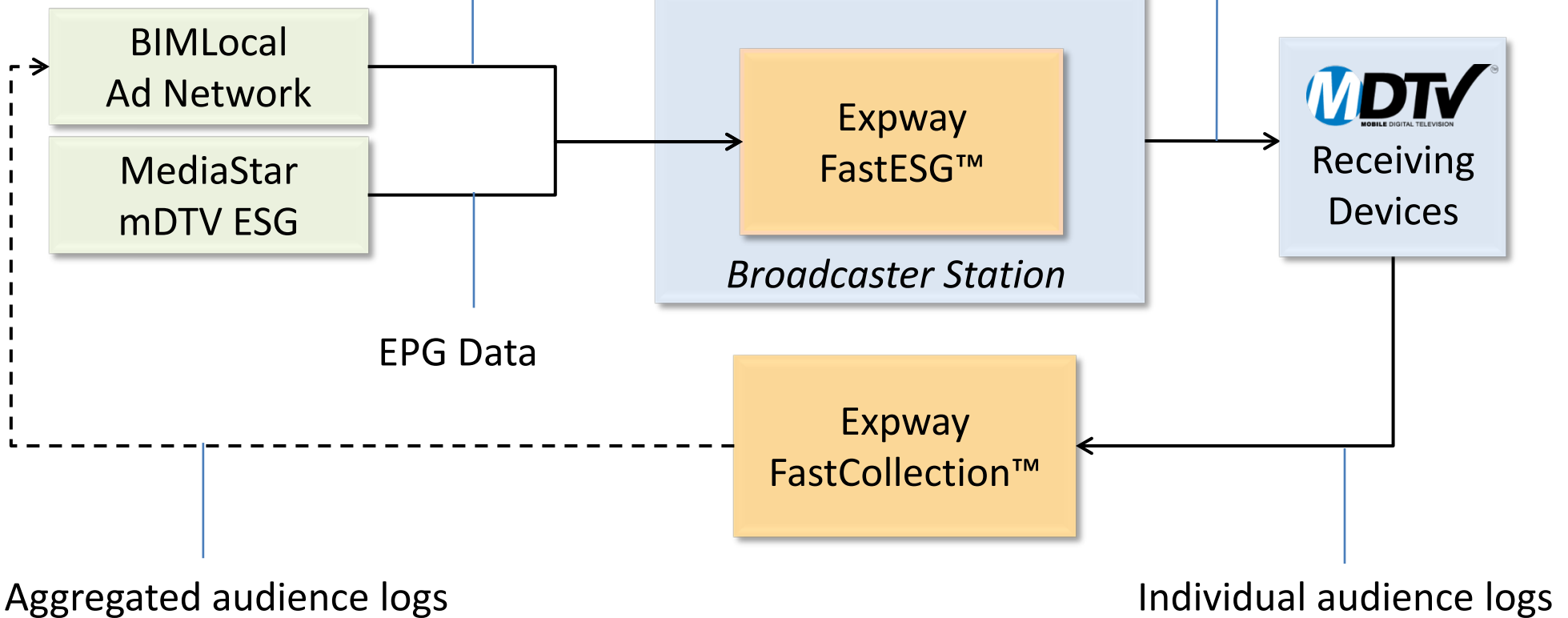
**Schedule and organize
the delivery of content
to mobile devices**

**Display ads and
monitor audience**

Advertisements
(images, banners, videos, HTML...)

Ad Campaign Criteria

ATSC-MH



**Gather exhaustive
audience measurement
(anonymously)**

