Manage ad campaigns

Schedule and organize the delivery of content to mobile devices

Display ads and monitor audience

Advertisements (images, banners, videos, HTML...) ATSC-MH Ad Campaign Criteria **BIMLocal** Ad Network Expway Receiving FastESG™ MediaStar **Devices** mDTV ESG **Broadcaster Station EPG Data** Expway FastCollection™

Aggregated audience logs

Individual audience logs



Gather exhaustive audience measurement (anonymously)

