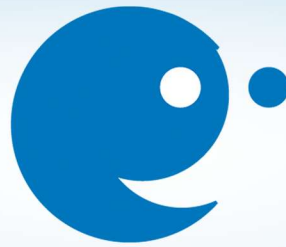


# PUNTO AZUL

## MIDDLEWARE FOR PREMIUM ADVERTISING

Digital TV services for segmented and interactive advertising, direct marketing and games



puntoazul



[www.safeviewtv.es](http://www.safeviewtv.es)

# Punto Azul

## Premium Advertising Platform

Punto Azul is a platform for the deployment of new value added services for the TV. Its functionality allows advertisers and TV operators to take advantage of the new features enabled by digital TV, mainly:

- The capacity to obtain and process information generated by TV users interacting with the broadcast content through their remote control.
- Personalization or the capacity to present different advertising content and services depending on the characteristics of each household.

### **Punto Azul enables TV operators to deploy services like:**

- Messaging: sending specifically targeted communications to every home.
- Replacing the video with multimedia content obtained from the Internet.
- Voting and polling services to capture and process market data directly from the users while they watch TV.
- Direct Marketing, a one to one communication channel to capture the identity of the potential customers of an advertised item for a future follow up.
- Coupons and promotions offered in the TV programming and captured by the viewers on the fly.

### **These services are complemented with Punto Azul Segmentation and Loyalty tools for a more effective process.**

- The segmentation tool supports defining different actions for the receivers according to the household profile information stored in a centralized repository.
- The loyalty program supports offering incentives to the TV users to encourage participation in the advertising campaigns. For example when combined with a VOD service, a service could be defined to exchange advertising consumption for premium content.

Punto Azul is a powerful product that makes possible the creation of new business models alternative to the traditional content for advertising equation.

