NEW TECHNOLOGY FOR TELEVISION AD SALES

BlackArrow, a company known for providing a number of different advertising solutions for the New Television platforms, has recently made an announcement about an innovative form of technology that it will be offering, helping to provide some substance between the traditional television advertisements sales and new methods of executing advertisements on the different platforms. The CableLabs Linear and IP Ad Interdrop event took place during the month of September in Louisville, Colorado, which is where BlackArrow made the announcement. At that point in time, they were previewing a number of different interfaces and services that have been created as a way of helping to blend in traditional linear television advertisements systems with new capabilities instead. The BlackArrow technology will consist of a number of different services. Some of the services that will be offered include opportunities for linear placement, decisions for advertising, and various information services. The technology will make it easier for pay-television operators to carefully monetize the linear television and deliver the same type of content to tablets and other devices. The operators will be able to use both linear replication and linear addressability. BlackArrow will be working alongside of a number of other leading vendors as a way of showing everyone how this new method of technology will work and help to provide a solution for delivering the right kind of linear advertisements to a number of different screens. The CTO for BlackArrow, Joe Matarese, has said, "Monetizing live and time-shifted television across multiple screens should not require individual silos for each platform." He also said, "BlackArrow's new Linear Extensions, coupled with the sophisticated business rule and policy definition capabilities of our placement opportunity information service, provide multichannel video programming distributors with a single, standards-based platform for all of their multiscreen advertising needs." So what exactly is the BlackArrow Advanced Advertising System? The system is currently used by a number of top name service providers, including Time Warner Cable and Comcast. These companies rely on the system to help them with a number of technological complexities that they deal with on a regular basis. The BlackArrow Incorporation is known for being a leader when it comes to providing advanced advertising technologies. The company has helped to reach millions of homes all around with the help of its advertising software so that customers can increase their revenue by effectively putting out efficient messages and advertisements that actually receive positive results. Many companies have relied on the technology that BlackArrow has to offer as a way of improving efficiency and increasing sales.

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