

PSIP^{M*}

MORE THAN JUST DATA

Keep Your Program Data Current

PSIP (Program System Information Protocol) is the standard file format that stations feed into the PSIP generator. The PSIP data is transmitted along with the digital television (DTV) signal which then shares important station and programming information. In turn, the ATSC tuner inside a digital television will display the information for consumers to view via an electronic program guide (EPG).

MediaStar PSIP is customized to interact with the MediaStar Suite, enabling station personnel to plan, change and publish their base schedule in real-time. The MediaStar Suite of program management tools provides a one-step publishing process, which in addition to updating PSIP data also updates the station's TitanTV data services and the national listings guide at TitanTV.com. MediaStar PSIP is able to be delivered in a variety of formats including the industry benchmark, PMCP (Programming Metadata Communication Protocol).

As required by the digital broadcasting transition that took effect in February of 2009, the FCC requires PSIP information to be a part of broadcasting signals and updated regularly. For full compliance, stations must update their PSIP data to match programming which is preempted, runs over the allotted time frame or undergoes any other change.

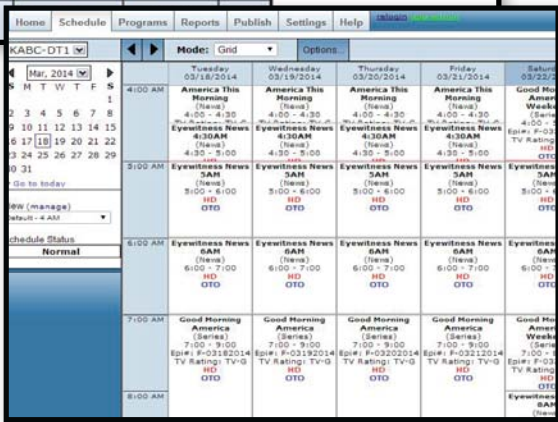
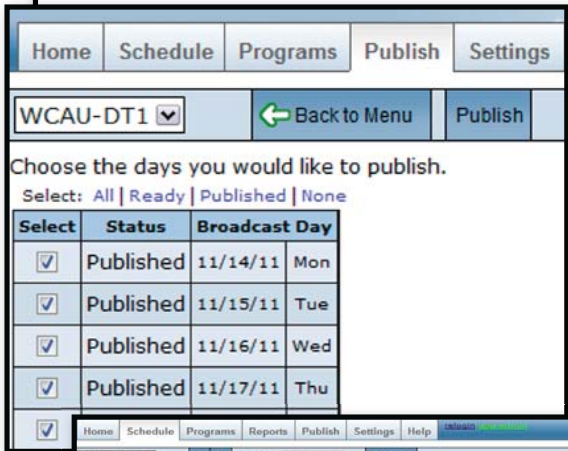
Outstanding Performance

Since before the digital television transition, BIM has been offering PSIP service. We produce files compatible with systems from Triveni, DTV Innovations, Thales, T-Vips, AdTech and others.

We produce over 900 PSIP files every day for major broadcast groups including Bahakel Communications, Entravision Holdings, ION Media Networks, Gray Television, Raycom Media, Sinclair Broadcast Group, ABC, NBC, CBS, and FOX television stations.

Low Power and Cable Providers

BIM also offers PSIP for low power, cable, and other television providers.



The MediaStar ESG Advantage

As the mobile digital television industry evolves, ESG is positioned to offer sophisticated program data including keyword search functionality and serve geo-targeted, behavioral, and contextual ads. MediaStar ESG is designed to seamlessly inherit program schedule updates from our MediaStar Suite, allowing for convenient, consistent, and streamlined schedule administration.

