

SHVERA Compliance Tool (STELA)

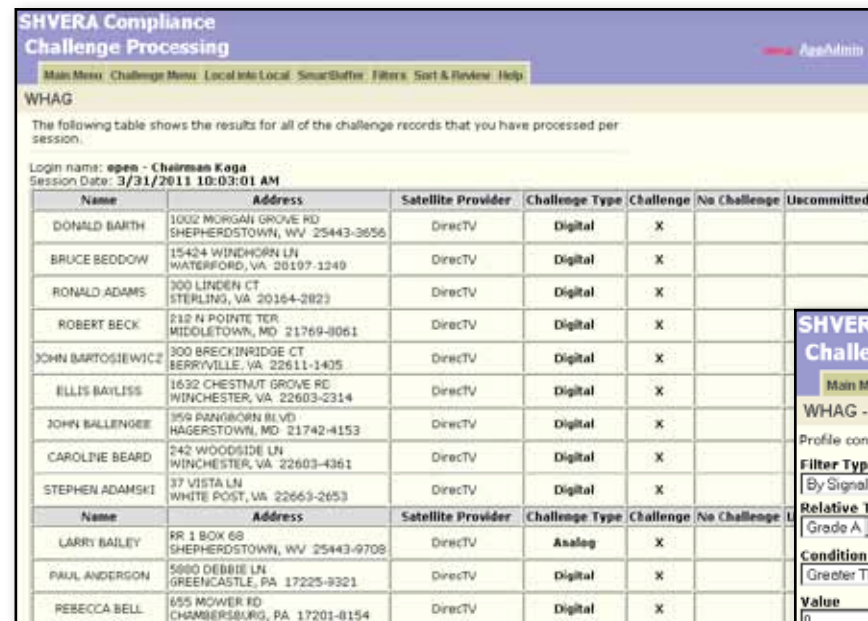
CHALLENGE PROCESSING

Broadcast Interactive Media provides broadcasters with a valuable tool that has already helped manage over 18 million satellite television company waiver requests. The SHVERA Compliance Tool, also known as STELA, allows broadcasters to respond to waiver requests in a timely manner. By minimizing the viewers lost to an out-of-market network service, the SHVERA Tool helps protect your location-based copyright and income stream.

The SHVERA Compliance Tool allows broadcasters to respond to waiver and challenge requests for Out-of-Market Service efficiently and consistently. While the basic SHVERA Compliance Tool allows broadcasters to respond and challenge requests one at a time, the Plus version provides powerful features that make waiver and challenge processing easy and reliable.

SHVERA Compliance Tool Plus Features...

- Use Sort and Review to view all waivers
- Sort by criteria, e.g. dBu, Zip Code, name, date requested or vendor
- Use SmartBuffer to run automated filters with one easy command
- View data about waivers and challenges such as predicted dBu strength and number of days in queue
- Download all past granted and denied waivers with Waiver History
- Challenges are returned electronically to the DBS provider
- Access "Locate Viewer" to enter addresses and view signal area map locations, along with dBu values



SHVERA Compliance Challenge Processing

Main Menu Challenge Menu Local Info Local SmartBuffer Filters Sort & Review Help

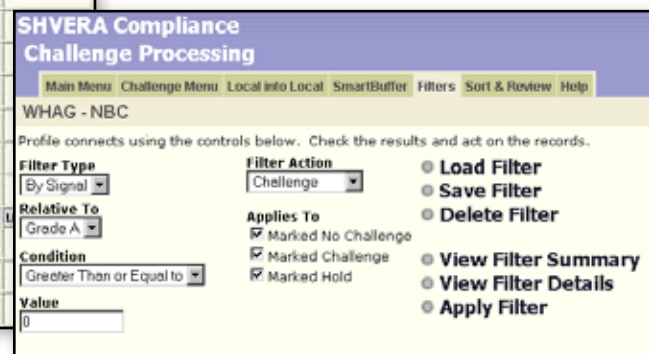
WHAG

The following table shows the results for all of the challenge records that you have processed per session.

Login name: open - Chairman Koga
Session Date: 3/31/2011 10:03:01 AM

Name	Address	Satellite Provider	Challenge Type	Challenge	No Challenge	Uncommitted
DONALD BARTH	1002 MORGAN GROVE RD SHEPHERDSTOWN, WV 25443-3656	DirectV	Digital	X		
BRUCE BEDDOW	15424 WINDHORN LN WATERFORD, VA 20109-1249	DirectV	Digital	X		
RONALD ADAMS	300 LINDEN CT STERLING, VA 20164-2823	DirectV	Digital	X		
ROBERT BECK	212 N POINTE TER MIDDLETOWN, MD 21769-8061	DirectV	Digital	X		
JOHN BARTOSIEWICZ	300 BRECKINRIDGE CT BERRYVILLE, VA 22611-1405	DirectV	Digital	X		
ELLIS BAYLISS	1632 CHESTNUT GROVE RD WINCHESTER, VA 22603-2314	DirectV	Digital	X		
JOHN BALLENGEE	355 PANBORN BLVD HAGERSTOWN, MD 21742-4153	DirectV	Digital	X		
CAROLINE BEARD	242 WOODSIDE LN WINCHESTER, VA 22603-4361	DirectV	Digital	X		
STEPHEN ADAMSKI	37 VISTA LN WHITE POST, VA 22663-2653	DirectV	Digital	X		
Name	Address	Satellite Provider	Challenge Type	Challenge	No Challenge	Uncommitted
LARRY BAILEY	RR 1 BOX 68 SHEPHERDSTOWN, WV 25443-9708	DirectV	Analog	X		
PAUL ANDERSON	5800 DEBBIE LN GREENCASTLE, PA 17225-9321	DirectV	Digital	X		
REBECCA BELL	655 MOWER RD CHAMBERSBURG, PA 17201-8154	DirectV	Digital	X		

SHVERA Compliance Tool Plus turns a time consuming chore into a few minute per week maintenance program allowing your station employees to focus on their main job responsibilities.



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WHAG - NBC

Profile connects using the controls below. Check the results and act on the records.

Filter Type
By Signal

Filter Action
Challenge

Relative To
Grade A

Applies To
 Marked No Challenge
 Marked Challenge
 Marked Hold

Condition
Greater Than or Equal to

Value
0

- Load Filter
- Save Filter
- Delete Filter
- View Filter Summary
- View Filter Details
- Apply Filter

