Sinclair Broadcast Group and Imagine Communications Collaborate on Next-Gen Monetization Solutions

Advanced advertising capabilities that utilize the innovative and unique monetization opportunities of the new broadcast standard, ATSC 3.0, are key elements of this new service

LAS VEGAS, Jan. 10, 2018 – Sinclair Broadcast Group, Inc. ("SBG") (Nasdaq: SBGI) and Imagine Communications are working to accelerate the development of a new, next-generation advertising management software platform designed to provide broadcasters with the ability to effectively exploit the potential of the new monetization opportunities of ATSC 3.0 digital television technology.

The agreement allows SBG to play a critical role in the development of Imagine's next-generation business process systems for traffic, ad sales and data analytics that allow for unit- and impression-based buys. SBG will provide oversight in the product development process through its unique business insights, technical and business requirements and industry expertise to help ensure the platform will effectively address the capabilities of new advanced advertising models. In addition, SBG has committed to a rollout of beta testing for both ATSC 1.0 and 3.0 models, helping to ensure that innovative solutions are applied to the new platform that accommodate the overall broadcast industry. Both companies anticipate this collaboration will help to accelerate the adoption of ATSC 3.0 by giving broadcasters the advertising management tools that enable them to fully realize the sales opportunities afforded by a multiservice delivery model.

The service delivery enhancements of ATSC 3.0, which include an IP-based backchannel, accompanied by the sophisticated monetization capabilities enabled through the Imagine-SBG collaboration, will help to boost the competitive standing and creativity of local broadcast groups, while offering viewers a highly personalized and interactive content experience.

Imagine Communication's xG™ platform is a modular, next-generation advertising management solution that is designed to enable broadcasters and other media companies to maximize the value of commercial airtime and optimize the efficiency of their business to sell either by traditional unit-based models or impression-based models that can be effective across all delivery platforms, including linear, nonlinear, on-demand and mobile. Imagine's open, cloud-capable software platform provides a broad set of functionalities, including inventory and yield optimization, inventory management and back-end business processing, as well as predictive analytics and reporting. The xG platform is designed to work across all types of media advertising and distribution.

"ATSC 3.0 provides broadcasters with a rich palette of IP-based service offerings that enhance and complement our over-the-air capabilities," said Del Parks, CTO of SBG. "Our development partnership with Imagine will ensure that we maximize the monetization opportunities these new capabilities that an IP delivery model offers by utilizing business systems that provide precise targeting and geographical positioning across all distribution and consumption models."

"SBG is a major champion of broadcast innovation — across technology and business processes," said Sarah Foss, Chief Product Office of Advertising Management Solutions at Imagine Communications. "This agreement