

MSO Co-branding

Overview

Cable operators are very interested in getting their brand in front of the viewer. We are willing to give them credit for providing our channel to the viewer by allowing them to add their brand to the tagging, scroll, and in video through shared ID's or in programming.

Justification

- Added value to the cable operator

Requirements

Co-branding requirements-

1. We need to be able to put a customer's specific graphic, if provided, in the scroll in a predetermined location.
 - Co-branded logo(customer and TVGC logo) must appear in every rotation of the scroll
 - Logo size already approved by PDQA.
 - Logo is placed by CG
2. We need to be able to put a customer specific graphic, with the name of their PPV service, in the tagging in place of the PPV channel name. It would be tied to a specific source in the customer's channel line up. (We will not charge the customer for this co-branding service.)
 - Customer's logo must appear in place of "PPV" during all PPV video clips
 - Must be the same logo all the time
 - Same spec size as the TV Guide logo
 - Placed by CG
3. We need to be able to provide Co-branded local ID's
 - Pre-produced and stored on CG
 - Local video

Evaluation of each requirement

Requirement 1 (Co-branded logo in the scroll)

- Relatively simple to accomplish manually. The Co-branded logos are currently being used on the in-house channel today for presentation purposes.
- [Redacted] has already received PM approval on the Co-branded logo specifications

Requirement 2 (MSO logo tagging on PPV segments)

- Storyboard with source co-branding should be in place
- Systems not using customized graphic would receive a default graphic that simulates "PPV" text used today
- Not requirement to place logo in lozenge/grid

Requirement 3 (Co-branded local system ID's)

- Can be accomplished manually