

Pathfire Syndication

A Pathfire Digital Media Gateway™ Application



Pathfire Syndication enables stations to view video and related show data, dub content and print frame accurate time sheets.

Pathfire Syndication, an application of the Pathfire Digital Media Gateway™ (DMG) platform, allows syndicators and broadcasters to improve workflow efficiencies through digital content distribution and management. The application enables syndicators to deliver, track, manage and verify packaged programming, ads and promos to broadcast stations more efficiently.

Syndicators can create custom distribution lists and get instant delivery confirmation from single or multiple locations. By automating processes, providing tracking information and virtually eliminating missed feeds, Pathfire Syndication facilitates worry-free content delivery between syndicators and stations/affiliates.

Automated content delivery to broadcast stations through the Pathfire network minimizes the need to schedule or monitor satellite feeds, reducing the need for tape. Broadcast-quality content arrives on Pathfire servers at stations, where users can access and manage content and metadata through the DMG desktop application. Pathfire Syndication also integrates with existing downstream gear and helps with automation tasks at the station.

Virtually No More Show Prep

Pathfire Syndication delivers frame-accurate time sheets and desktop control for program directors and traffic managers. Show preparation is significantly reduced because station personnel no longer have to manually time syndicated show segments.

Content Providers and Distributors

- Deliver to over 1,300 broadcast stations across an industry-leading, store-and-forward platform
- Streamline workflow between program and advertising sales departments
- Utilize customized capabilities for advertising distribution
- Integrate with existing asset management systems
- Obtain proof of delivery for content
- Issue emergency program segment or ad spot replacements
- Send text messages with alerts and updates to stations

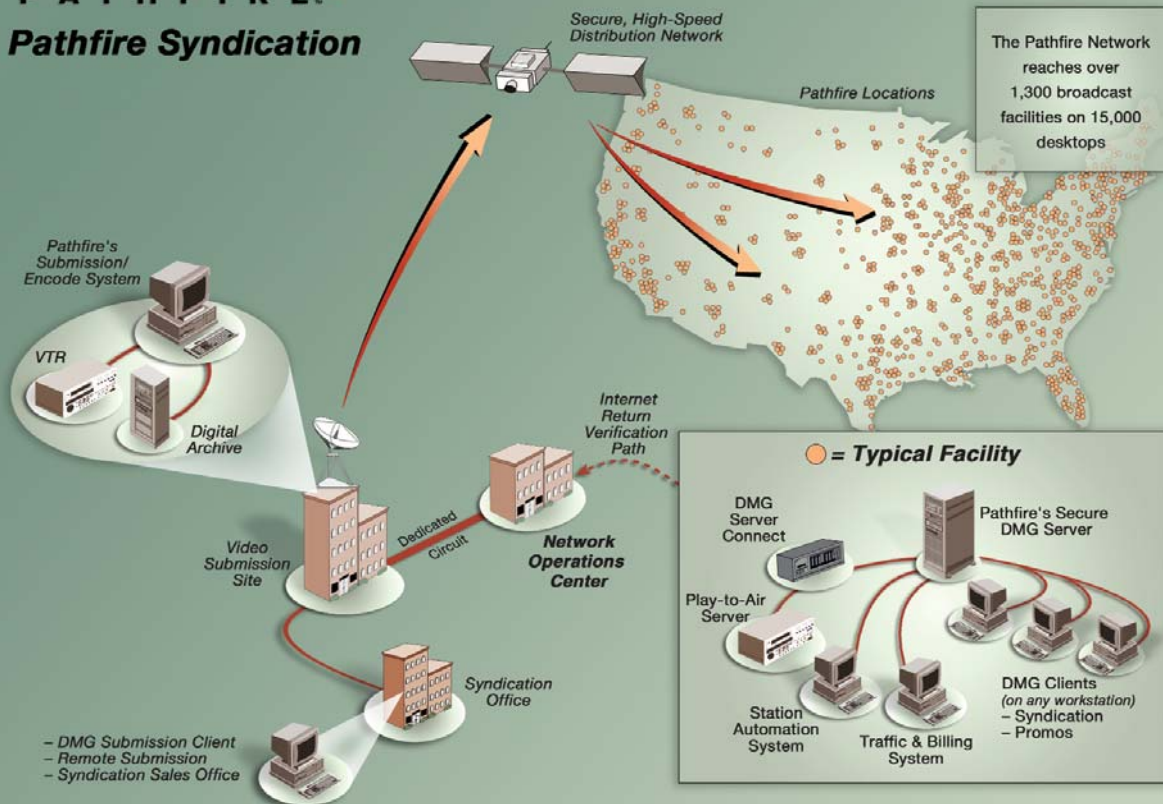
Pathfire Syndication provides an end-to-end solution with unprecedented control for both content providers and stations, accelerating the transition from analog to digital and bringing greater efficiency and cost savings to syndicators and broadcast stations.



PATHFIRE™

Enabling Digital Media™

PATHFIRE.
Pathfire Syndication



Benefits to Stations: Greater efficiency and optimized workflow

- Pathfire DMG integrated with leading automation and play-to-air servers to minimize show preparation.
- Unattended program receipt.
- Drag and drop functionality to VTRs and play-to-air servers.
- Frame accurate format/timing sheets.
- Unattended program receipt.
- Text messaging from Content Providers for alerts and updates.

The Pathfire Network

The Pathfire Network reaches 15,000 desktop at over 1,300 broadcast TV Stations. Pathfire is integrated into station workflows through partnerships with leading downstream equipment vendors so that Pathfire delivered content is easy to get to air. Users at these stations receive multiple types of content through Pathfire's DMG including Syndication, Ads, News, Infomercials, Video News Releases and Electronic Press Kits.

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