Product Launch at NAB 2016: New Promo System Stuns; RSG Media Launches Media Mantra, Data-Science Driven Promo Manager

NEW YORK, NY (April 18, 2016) – Major cable networks are reaping larger, more engaged audiences, and are doing it using fewer, more highly targeted spots, with RSG Media's promo-planning & management system, Media Mantra. The results have been immediate.

With year over year declines in reach across the linear landscape, the pressure on inventory availability for marketing campaigns has increased tremendously. This has led to a demand for even more super-efficient campaign planning than ever before. Existing planning tools used in the industry have been reliant on decades old technique of reach and frequency curves. With improved respondent level data available, almost overnight, RSG Media has developed the solution.

Created exclusively for Programmers and Marketing & Research teams, Media Mantra uses data science behavioral based targeting and machine-learning algorithms to make promos significantly more effective. It identifies which viewers can be converted and how best to reach them. Then, it sniper-targets them where they watch: in network, on sister-networks, and off-network.

Media Mantra's machine-learning algorithms determine the best point on the reach and frequency curve to deliver the following key metrics:

- **Conversion Efficacy**: Measuring the effectiveness of promotion campaigns.
- **Placement Efficacy**: Determining which shows and times are most effective to promote a specific show to a target viewer-ship.
- **Dynamic Campaign Tracking**: Daily tracking of campaigns provides the ability to make adjustments on the fly to ensure goals are made.
- **Cross-Channel Promotion Planning**: Extending calculations to take full advantage of a multi-network programmer's entire inventory of content.
- **Off Network Promotion Planning**: Calculating the costs and benefits of promoting programs off network.

Notes John Curran, Director of Media Analytics at RSG Media, "Unlike traditional systems, only Media Mantra provides marketing teams unique insights and intelligence by discerning the best use of limited promo time and budget to meet campaign goals."

RSG Media will be using its Promo Optimization platform at NAB 2016 to launch this groundbreaking technology. Demos will be available at booth N3722 in the North Hall.

About RSG Media
Since 1985, the world's leading media & entertainment companies have been leveraging RSG Media's expertise to maximize revenues from their content, advertising and promotional inventories. RSG Media's Portfolio of Products Include:

RightsLogic the industry's gold standard for rights management supporting content owners and distributors, gaming companies, IP licensors, and major sports leagues. RightsLogic is an end-to-end content life cycle management solution supporting the acquisition, production, licensing, planning, scheduling and financials around content management.
AdVant is a suite of yield optimization modules that significantly lowers liabilities, while generating new ad revenues for cable & broadcast networks. It uses advanced mathematics to optimize proposals, flighting, and logs.
Media Mantra optimizes cable and broadcast networks' promo inventories by using proprietary, machine-learning algorithms to adopt a behavioral based approach to increase reach and convert more viewers using less inventory.

RSG Media's products are available on premise and as software-as-a-service (SaaS) hosted services. RSG Media is headquartered in New York with offices in London and India.

For more information, please contact marketing@rsgmedia.com