

Case Study

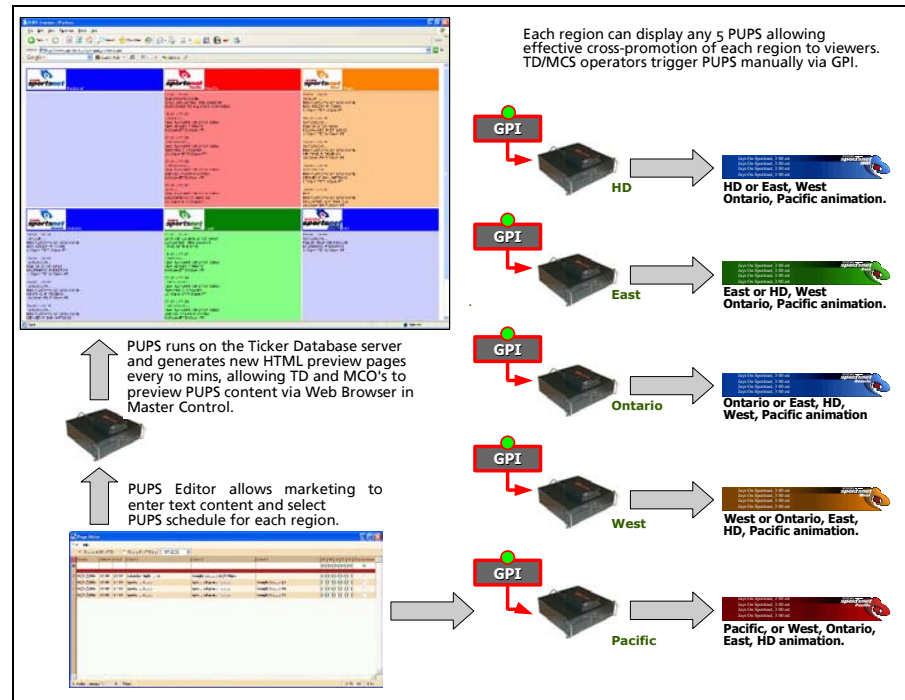
PUPS – PopUp Cross-Promotional Insertion Solution for SD and HDTV



Customer: Rogers Sportsnet
Application: Multi-Channel Insertion, Cross-Promotion
Solution: PUPS – PopUp Cross-Promotional Insertion for SD and HDTV
Platform: Newsticker/ComingUps

Rogers Sportsnet required a simple PopUp cross-promotional insertion package that could be manually triggered for their four SD and one HD regions. The solution provides simple data entry form and operates independent of traffic and automation.

- PUPS Editor form provides data for 6 regions; National, East, Ontario, West, Pacific and HD. Editor allows operator to select which PUP(S) are displayed for each region.
- PUPS server uploads an HTML preview page every 10 mins to RSN website, allowing TD and MCO's to preview text content for PUPS before triggering them to air.
- Using existing ticker/comingup platforms, the PUPS display solution provides an effective means of cross-promoting each region to viewers across Canada.



<http://www.blsoft.ca/casestudies.html>
 For more information contact us at sales@blsoft.ca