

Market carriage review service

Know who distributes your content (and who doesn't)

The SymphonyAI Media market carriage review program determines which paid television providers distribute service within a specific designated market area (DMA) to maximize revenue in each DMA. SymphonyAI Media's dedicated team of professionals will determine which multichannel video programming distributors (MVPDs) and other distributors are located within specific DMAs so you can ensure you have valid agreements with each distributor.

Who benefits from a market carriage review?



Broadcasters



Cable networks



Diginets

"It was great partnering with SymphonyAI Media to develop a report that helps us understand carriage across our markets and ensure MVPD compliance for all streams and markets."

— Senior director of account operations, Scripps

MCR program highlights

- › Use publicly available information to identify all distributors located within specified DMAs
- › Identify distributors within a DMA that do not have active license agreements
- › Obtain corresponding counties and zip codes located within a specified DMA
- › Comprehensive review of multicast signal carriage (including competitors)
- › Leverage results for FCC Elections process
- › Non-carriage analysis of in-market broadcast signal(s) and substitution of out-of-market competing signals
- › Identify potential violations to drive agreement negotiations
- › Identify channel placement of competitors in your markets (nationwide or specific DMAs)
- › Assure channel placement aligns with agreement terms
- › Analyze by DMA or MVPD
- › Receive zip code data for channels within DMAs
- › Determine whether a programmer is receiving remittances from every distributor within a DMA
- › Comprehensive reports include a comparative analysis and summary of results
- › Mitigate revenue leakage by assuring proper distribution of your content

About SymphonyAI Media

For more than 30 years, SymphonyAI Media has been the leading media industry contract compliance firm globally. We process more than \$36 billion in revenue and 100 million subscribers annually. Our expertise spans subscriber, billing, and conditional access systems; subscriber and transaction reporting; license fee, revenue assurance, royalty payment calculations, and contract compliance. SymphonyAI Media is a SymphonyAI business.

What sets us apart?



30 years of media knowledge and experience



Obsession with accuracy and innovation



Core values of integrity, trustworthiness and professionalism



A team of experts led by industry leaders