






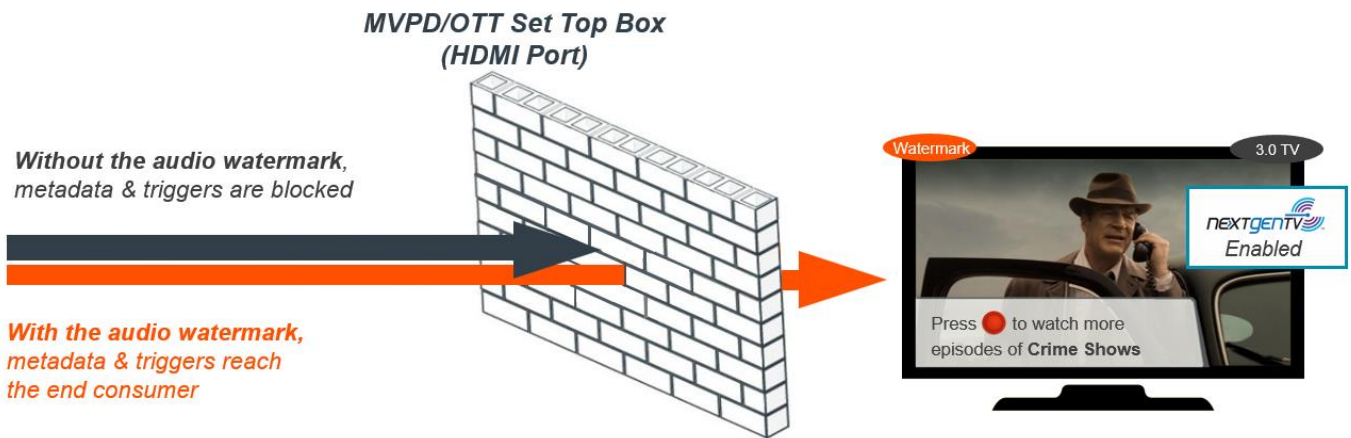
## VERANCE® ASPECT™ WATERMARK

Verance Aspect is a global watermarking platform that powers broadband features on broadcast television by enabling interactivity, audience measurement and dynamic advertising across all screens and distribution paths. Verance Aspect supports new and existing industry standards including ATSC 3.0 and HbbTV and works in today's ATSC 1.0 broadcasting environment. Leading programmers across the United States have deployed Verance Aspect.

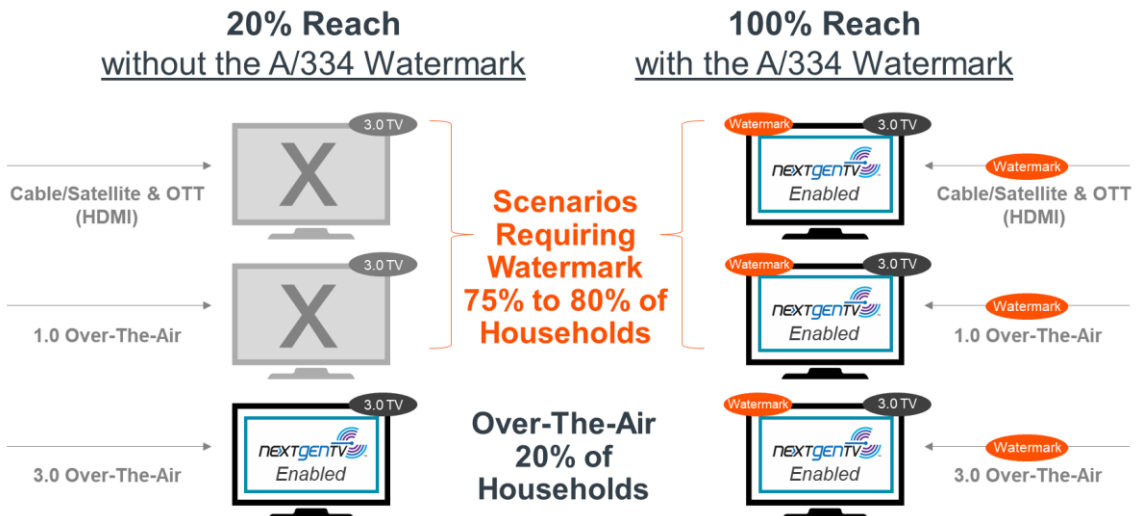
## PRIMARY USE CASES

-  **1. INTERACTIVITY**  
VERANCE ASPECT enables NextGen TV apps including customized news & weather
-  **2. AUDIENCE & DATA MEASUREMENT**  
VERANCE ASPECT enables a 1<sup>st</sup> party data stream that provides audience viewing sessions and behaviors
-  **3. ADDRESSABLE ADVERTISING**  
VERANCE ASPECT drives NextGen ads with ATSC Dynamic Ad Insertion (DAI) enabling more effective advertising

## WATERMARKING SURVIVES ALL DISTRIBUTION PATHS



## WATERMARKING BRINGS NEXTGEN EXPERIENCES TO EVERY TV



Interested in meeting with Verance or seeing a demonstration of Verance technology on Zoom? Contact us at [marketing@verance.com](mailto:marketing@verance.com) to set up a meeting