



BCTV Operations Guide

01.19.2024 v7.2

Bowling Center Television (BCTV)

BCTV/CRI Support: **1-888-369-3629**

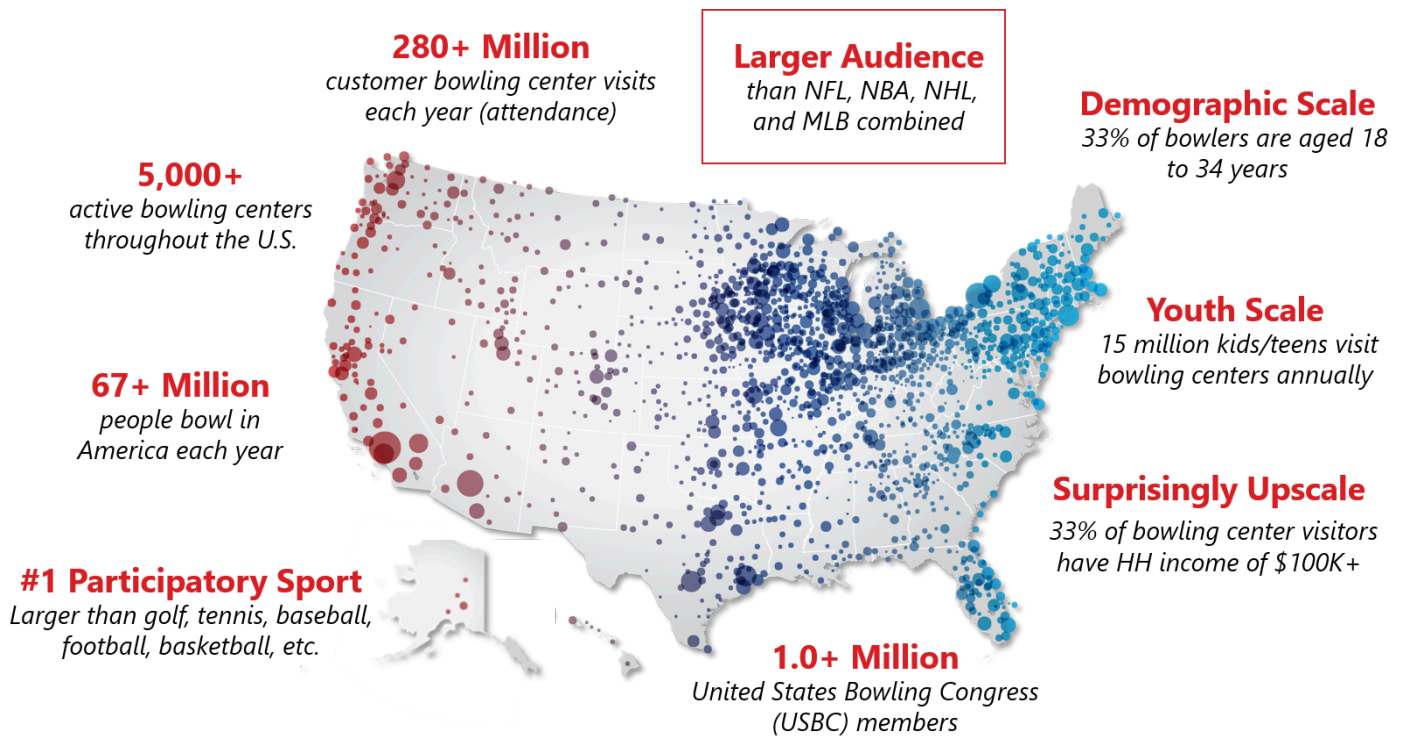
PROPRIETOR RESOURCES: www.MyBCTV.com/proprietor-resources

CONTENT SCHEDULER: www.MyBCTV.com/content-scheduler

By the Numbers

With BCTV, you are equipped to take your business to the next level with the unlimited potential your new, digital out-of-home (DOOH) network brings to your Bowling Center.

Each year, over **48 million adults**, **9 million teens**, and nearly **10 million kids** visit bowling centers to engage with one another, and to compete in a friendly, fun way.



With such a diverse, identifiable customer demographic that spends 90+ minutes on site, it's no wonder Bowling Centers like yours have evolved into the ideal venue for national and local marketers seeking to grow their business, just as you do.

Welcome to BCTV

BCTV is pleased to welcome you as a participating Center! BCTV is an exciting development for the bowling industry and has been designed to benefit Bowling Centers and their customers. Your Center is one of 1,000 participating Centers across the country deploying BCTV screens throughout your facility. BCTV will be delivering fresh, engaging programming content on a daily basis as well as providing you with a range of revenue-optimizing tools that your Center is entitled to.

The following outlines key components of the implementation that your Bowling Center's Operations team should familiarize themselves with in order to facilitate and maximize the benefits that BCTV was designed to provide.

BCTV Installation

The BCTV installation process has likely started to take place with your Center. The physical installation of BCTV is handled by our Systems Integrator partner, Creative Realities, Inc. (CRI). A CRI representative should have already reached out to you to begin the process. The key components of the installation process include:

I. Site Survey

A CRI technician shall visit your site to identify optimal placement of the screens throughout your Center. Your Center will be presented with a map of the footprint for the installation of all BCTV screens for your final approval. Once approved, the formal installation process will begin.

II. Electrician Visit

Your assistance in connecting us with a preferred, locally-licensed electrician will be very helpful in expediting your installation. The electrician will be asked by our team to visit your Center to initially identify if and where any additional electrical outlets, circuits, or other electrical components need to be installed to accommodate the installation of your BCTV screens (as defined by the CRI technician).

CRI will request a price quote from your referred electrician. If the quote is competitive, CRI will formally engage with your electrician. In the event that the quote is not competitive, or you can not provide CRI the name of a preferred electrician, CRI will source an electrician to perform the work.

III. Installation Logistics

Once all necessary electrical work has been completed, CRI will then coordinate the date of the BCTV installation with you at your Center. Installation generally takes 2 days; sometimes longer for larger Centers.

IV. Equipment Delivery

Shortly before the actual installation date at your Center, CRI will ship and confirm your delivery of all of the necessary equipment to be installed. Based on its high value, you will need to store the equipment in a secure location until the installers arrive. *See equipment details on pages 3-4.*

V. Post-Installation Testing

Once the BCTV screens are installed, the BCTV/CRI team will test the strength and clarity of the video signal at your Center to make sure that BCTV is fully operational, and that all screens are receiving the broadcast feed.

VI. Installation Completion

Your Center's Proprietor (or authorized designee) will also need to confirm the BCTV programming feed is fully operational by signing a work order completion form. This will conclude the BCTV installation, and signify your Center's go-live date.

BCTV Network Components

The BCTV Network being deployed throughout your Center is comprised of a technology stack that includes the following hardware components:

I. Network Hardware



Samsung 55" Monitors

- > Samsung ME55A 55"
- > Commercial LED Display
- > Necessary Ceiling Mounts
- > Full 1080p HD Resolution
- > 5000:1 Contrast Ratio
- > 380 cd/m2 Brightness
- > 12/7 Operation

**Cisco Meraki Hardware**

Your Bowling Center shall be equipped with all necessary state-of-the-art Cisco Meraki cloud controlled Wi-Fi, routing, and security equipment to ensure programming deliverability 24/7/365.

II. Operational Software

Network Health

BCTV utilizes Quantela, an award-winning, globally recognized IT management platform to actively monitor network operations and system status across all BCTV-equipped Centers.

For most issues, the BCTV/CRI Customer Support Team will receive a real-time alert and will (in most cases) address the problem remotely.

Regardless, *if you see or believe that something isn't right, call the BCTV/CRI Customer Support Team at 1-888-369-3629* as we want to ensure the alert was triggered and a fix is being processed – or has already been resolved.

Audience Measurement

BCTV also leverages facial recognition technology to track customer traffic within your Center in order to identify audience advertising impressions that are critical to the sale of advertising.

The process of audience measurement involves visually capturing anonymous consumer data to identify total customer traffic, audience gender, and additional broad demographic data.

Personally identifiable information (PII) is not captured through this technology, or any other technology that BCTV utilizes. Please direct any questions or concerns about audience measurement to your BCTV representative.

Bowling Center Responsibilities

The following outlines many of the key responsibilities for participating BCTV Bowling Centers, which mirrors the general responsibilities outlined in the Proprietor Agreement that your Center has signed with BCTV.

I. General Access

- A. Provide all necessary access to your Center for BCTV service providers and contractors for the installation of all BCTV equipment. This also includes access to waste bins/dumpsters, and permits the disposal of all empty equipment packaging and other materials on site as needed.
- B. Allow the BCTV installation team access to install the BCTV screens in accordance with the approved installation footprint map for your Center.
- C. Provide access, connectivity and reliable electrical power at your Center for all of the BCTV screens and hardware deployed as part of the BCTV installation.
- D. Provide access, connectivity and reliable internet connectivity via a link which is at least 10 Mbps exclusively for the BCTV operations at your Center; for all of the BCTV devices deployed as part of the BCTV installation requiring IP access.

II. Daily Operation

- A. Your screens will automatically be turned on 1 hour before your Center opens, and be turned off 1 hour after closure. You will still need to verify that each BCTV screen installed in your Center is turned on and is receiving the BCTV programming feed during daily operating hours of your Center.
- B. The BCTV screens must remain tuned to the designated BCTV Network channel. Changing the channel or input source will result in your screens displaying a non-functioning image (i.e., static or black).
- C. Ensure all BCTV screens are kept clean and operating properly. *If you believe any of your BCTV screens are malfunctioning, please call the BCTV/CRI Support Team immediately at 1-888-369-3629.*
- D. If a fix cannot be resolved remotely by our team, a BCTV/CRI technician will contact you by phone to attempt to troubleshoot the issue and fix basic problems with your maintenance team or staff in a timely manner. If the issue still persists, a BCTV/CRI technician will make arrangements to visit your site.

III. Advertising Standards

All BCTV Bowling Centers shall adhere to the BCTV Network Broadcast Standards and Practice Guidelines as outlined in the BCTV Advertising Specs document as it relates to the following:

- A. Does not conform to these regulations or to BCTV's general practices and formats regarding commercials, as they may be modified from time to time;
- B. Is not of a suitable technical quality;
- C. May violate any rights of any person, firm or corporation;
- D. Contains any false, unsubstantiated or warranted claims for any product or service, or makes any unauthenticated testimonials;
- E. Advertises any habit-forming drug, handgun or handgun ammunition, pornography or adult entertainment establishment;
- F. All PSA's (Public Service Announcements), paid or unpaid and regardless of source, must be approved in advance by BCTV;
- G. Contains any material that is defamatory, obscene, profane, vulgar, repulsive or offensive, either
- H. in theme or in treatment or refers to matters that are not considered socially acceptable topics;
- I. Contains any false or ambiguous statements or representations that may be misleading to the Audience;
- J. Includes any element of intellectual property without the owner's consent to such use, including but not limited to music master, mechanical, performance and synchronization rights or gives rise to any other colorable claim of infringement, misappropriation or other form of unfair competition;
- K. Unfairly disparages or libels any competitor or competitive products; or
- L. Is or might be injurious or prejudicial to the interest of the public, BCTV or honest advertising and reputable business in general.

III. Additional Limitations/Restrictions

BCTV reserves the right to accept or reject any advertiser, ad campaign, or ad creative at its sole discretion; to revoke its acceptance of, and to require the elimination or revision of any advertising matter that is inconsistent with BCTV standards, policies and practices.

Ad campaigns sold by local Bowling Centers must adhere to category exclusivities as sold by BCTV which shall be updated periodically by BCTV at the time that such category exclusivities take effect.

BCTV Goes Live

Congratulations! BCTV is now live in your Bowling Center. Here's what to expect:

I. BCTV Programming

BCTV will deliver a fresh 2-hour programming loop each day to your Center. The programming feed is designed to repeat during the day such that it will be fresh content to different customers that cycle through your Center throughout the day.



BCTV programming consists of short-form content designed to engage your customers in the unique setting of a Bowling Center. The programming is designed to appeal to customers who have a short “window” to view based upon getting up and down frequently to bowl during the course of their visit.

Content categories include:

- **Sports Updates**
- **Entertainment**
- **Breaking News**
- **Social Media Spotlights**
- Game-Play Elements
- Fun, Interactive Polls
- Bowling Tips/Tricks



The programming content described herein will play in the video portion of the screen. The video portion of the screen is bordered by an L-Bar that can display various text-based content including sports game match-ups, betting odds, news headlines and live sports scores/updates.

Below is an image of the BCTV screen format and layout for your reference (subject to design change). The video and L-Bar positions on the screen are available for localized content during specific time slots throughout the day. **See section V on Monetizing BCTV for Your Business for more information.**



BCTV layout with sample of produced video and L-Bar content.

II. Verify BCTV Screens are Operational

As outlined in the Proprietor Agreement that your Center has signed, BCTV screens must be on during all hours of the operation of your Center. We encourage you to conduct a pre-opening walk-through to ensure all screens are powered on receiving the BCTV network feed. See section VI (p. 14) for troubleshooting protocol.

III. Delivery of **National** Programming Content

The 2-hour daily programming feed will be delivered to your Center overnight and outside of your hours of operation to minimize any stress on your network's bandwidth. The content feed is transferred to a primary Digital Media Player (DMP) installed in your Center. Once received by the "primary" DMP, content is then transferred to "secondary" DMP's affixed to each of the BCTV screens in your center.

IV. Uploading and Scheduling **Local Content**

To help you schedule your local advertising deals and local programming content in your Center, BCTV has created the BCTV Content Scheduler. Each participating BCTV Center will have localized access to the BCTV Content Scheduler that enables you to schedule content for your specific Center(s). The Content Scheduler is an easy to use platform that provides you a range of functionality to help you unlock a wide range of value from the inventory that your center controls on BCTV every day.

Named User(s)/Administrator(s)

Prior to your installation, you will receive an email with your BCTV ID, and a link to a User/Administrator Authorization Form. Use this form to provide contact information for all named staff User(s)/Administrator(s) who are authorized to upload and schedule localized content and ads for your Center via the BCTV Content Scheduler.

Designated BCTV Admin(s) should be technically competent, familiar with general system navigation, as well as large file transfers. Named Administrator(s) will receive an email with setup instructions.

Below is a step-by-step introduction for using the BCTV Content Scheduler. Additional support assets, including a video tutorial is available on the Proprietor Resources page: www.MyBCTV.com/proprietor-resources.

There are also a number of planned live Webinar sessions designed to provide more in-depth instruction. Keep an eye out for email communications regarding these Webinar sessions.

Templated Content and Playlists - *Coming Soon!*

In addition to being able to upload and schedule your locally sold L-Bar, full-screen, and video ads, you will soon have access to pre-designed birthday, holiday, seasonal and in-Center promotional templates – for discretionary use. These assets will also be available on the Partner Resources page.

Content Scheduler - Glossary of Terms

In this section, we will be using “broadcast industry” terms used to describe features and functions within the BCTV Content Scheduler that you may or may not be familiar with, listed on the following page.

GLOSSARY OF TERMS

Ad or Advertisement

Refers to any video, static, or animated graphic intended to persuade an audience of viewers to ponder and/or take some action (e.g., to buy).

Commercial or Commercial Unit

Refers to a video advertisement, generally 15, 30, or 60 seconds in length intended to play within the video portion of the BCTV screen.

Day Limit

Refers to the selection of which day(s) of the week ads and/or commercials are intended to be played: 1) Every Day, 2) Mon, 3) Tue, 4) Wed, 5) Thu, 6) Fri, 7) Sat, and/or 8) Sun.

Demographic Targeting

More specifically refers to gaining the attention of a specific age and/or gender audience. If an advertiser sells beer, they would target adults, aged 21+, and (likely) during evening hours.

File or Media File

Refers to a single L-Bar, full-screen graphic, or video file. Acceptable still image file types include either GIF or PNG (to preserve any necessary transparent areas), while video files must be of MP4 file type..

Naming Convention

Refers to a set of rules for choosing the character sequence to be used for identifiers which denote variables, types, functions, and other entities (in our case) for naming files.

Playlist

Refers to one or more media files (i.e., ad, commercial or promotional content) to be played within a desired time slot.

Share of Voice

Refers to the amount of air/play time a single brand, client, or advertiser has compared to all other brands, clients, or advertisers within a specified time period.

Targeting or Audience Targeting

Refers to a selection of day(s) of the week, combined with time limit(s) or daypart(s) ads and/or commercials are intended to be played in order to reach a specific demographic.

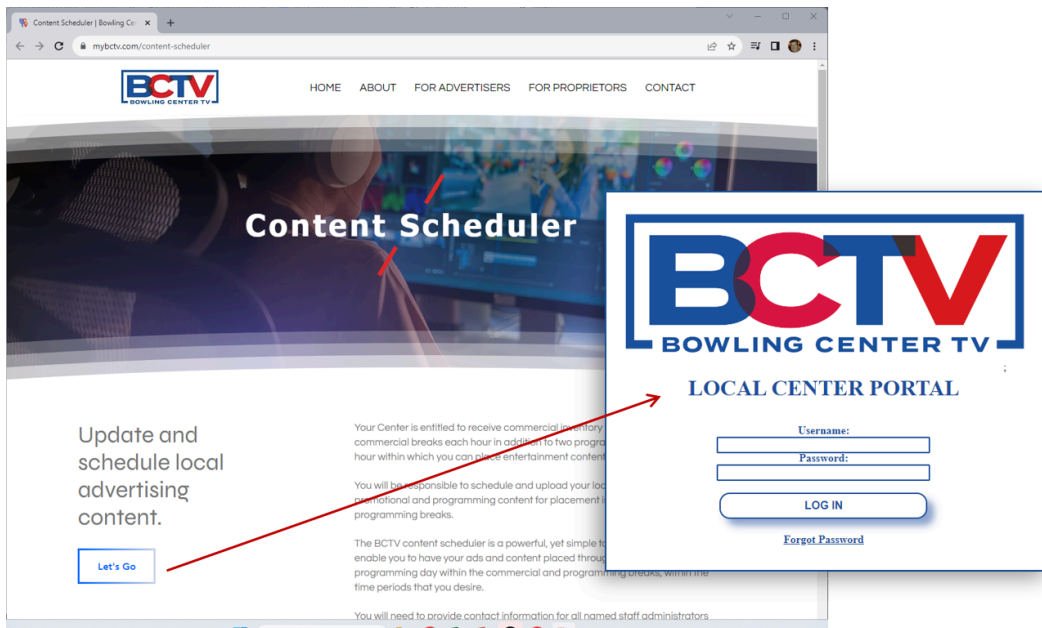
Time Limit or Daypart

Refers to a specified time period for playing local content during the 24-hour day. BCTV has 4 dayparts: 1) Morning 5a-12p, 2) Midday 12p-5p, 3) Evening 5p-1a, 4) Overnight 1a-8a.

NOTE: All steps described in this section apply to scheduling local advertisements as well as in-center promotional and programming content (birthday extensions, concession promotions, etc.).

STEP 1: Log In to the Content Scheduler

Go to www.MyBCTV.com/content-scheduler to access the login screen as shown below. You will need to enter your username and password to access the site.



STEP 2: Name Your Files before Uploading

All media files (whether video, L-Bar graphics, Full-Screen graphics or local programming content) must adhere to a “common naming convention” across the entire BCTV network in order to be properly scheduled for play.

As a precursor to moving locally saved files into the Content Scheduler, you must rename your file(s) in order to search and clearly identify specific files after they’ve been uploaded. Your files should include all 3 of the following descriptors in your filenames:

1. Client or Advertiser’s Name (e.g., “ace_hardware” or “acehardware”)
2. Media Type (e.g., “video” or “graphic”)
3. Ad or Asset Title (e.g., “summer_sale_2023” or “summersale2023”)

IMPORTANT: Do not use spaces in your filenames. Instead, use an underscore (“_”) character, or simply eliminate any spaces. Place dashes (“-”) between the 3 descriptors to separate the information.

Using our Ace Hardware client example from above, your filename would look like this:

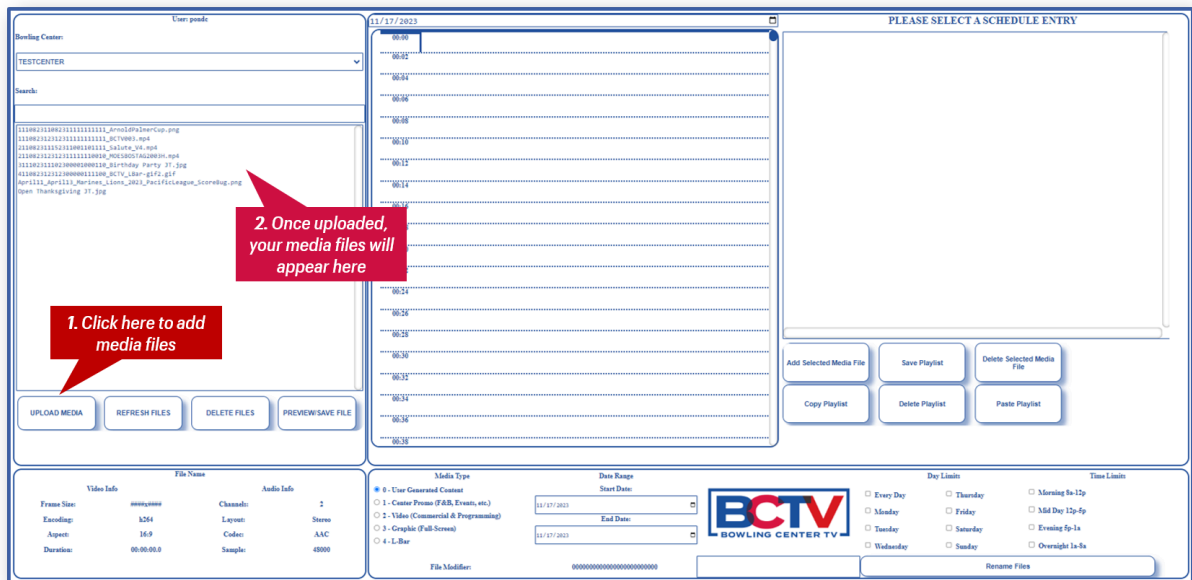
- [Client or Advertiser]-[Media Type]-[Ad Title+Length].[File Type*]
- IF VIDEO: **acehardware-video-summertime2023.mov**
- IF L-BAR GRAPHIC: **acehardware-graphic-summertime2023.gif**

STEP 3: Upload Your Local Advertising, Promotional, and Programming Content

After logging in to the BCTV Content Scheduler, you can upload your locally renamed files (*per STEP 2 above*), and begin to program your content.

To begin, click on the “Upload Media” button (See #1 below) to select which media files to upload into the Content Scheduler from your computer or other connected storage device.

If the upload is successful, you will see the file(s) appear in the media list on the center-left side of the screen (see #2 below).



STEP 4 - Set Program Scheduling Parameters for Each File

Once you have uploaded your media file(s), they will appear in the Media File List in the left-center area of the screen. Next, you will need to tag the file with playback parameters in order to schedule and target your ads and programming content for the appropriate audience.

To do this, (1) click on an uploaded file, then make selections for the following fields:

1. **Media Type** (radio/single selection field)
 - a. User Generated Content
 - b. Center Promo (F&B, Events, etc.)
 - c. Video (Commercials & Programming)
 - d. Graphic (Full-Screen)
 - e. L-Bar
2. **Start and End Dates** (dropdown single selection list for each)
3. **Day Limits** (checkbox selection for days of the week)
4. **Time Limits** (checkbox selection for dayparts or time of day)

Once all of the parameters have been selected, click “Rename Files” which will update the file name within your media file list and make it eligible to be programmed for playout within the BCTV Content Scheduler.

The screenshot shows the BCTV Content Scheduler interface. It features a file list on the left, a central scheduling grid, and a bottom panel for configuring media type, dates, and dayparts. Red callout boxes with white text provide the following instructions:

1. Select a newly uploaded Media File
2. Select media type
3. Select start and end date(s)
4. Select day(s) of the week to run
5. Select desired daypart (time of day)
6. Lastly, click button to rename file(s)

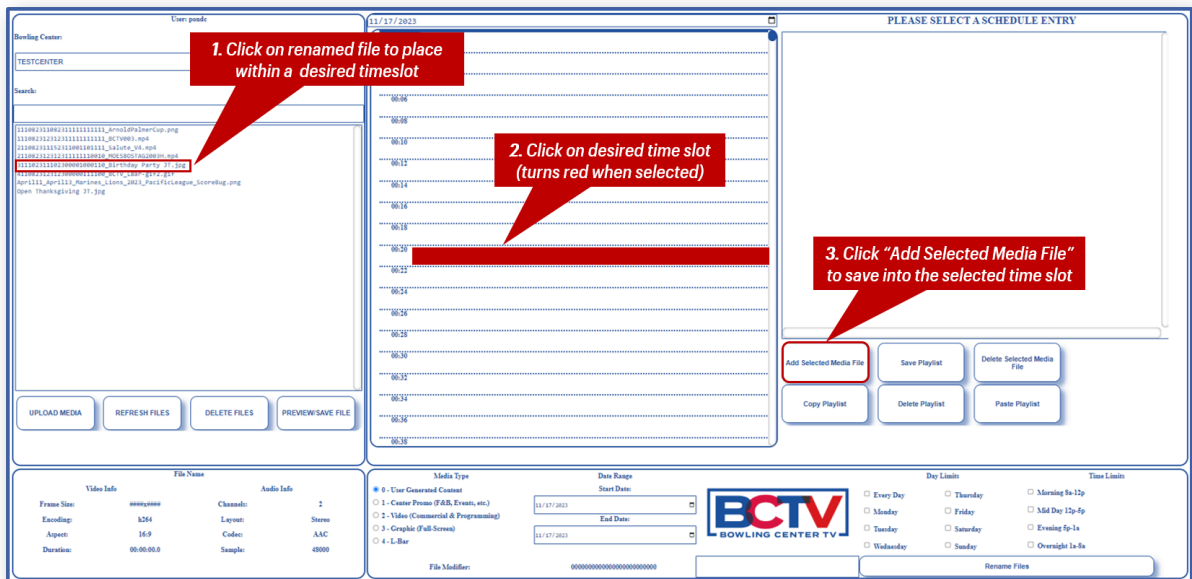
IMPORTANT: Program Scheduling Parameters must be completed prior to renaming your Media Files, otherwise, you will need to

The renamed Media File will include your original filename preceded by a long sequence of numbers (e.g., **11162311232310101101111_ace-video-bbqsale.mov**). These numbers tell the BCTV Network which Playlist(s) to play, during which time period, in which Center(s), and during which dayparts.

The reason your original file name is retained in each of the renamed files is for ease of searching and retrieving for optionally replaying at a later date.

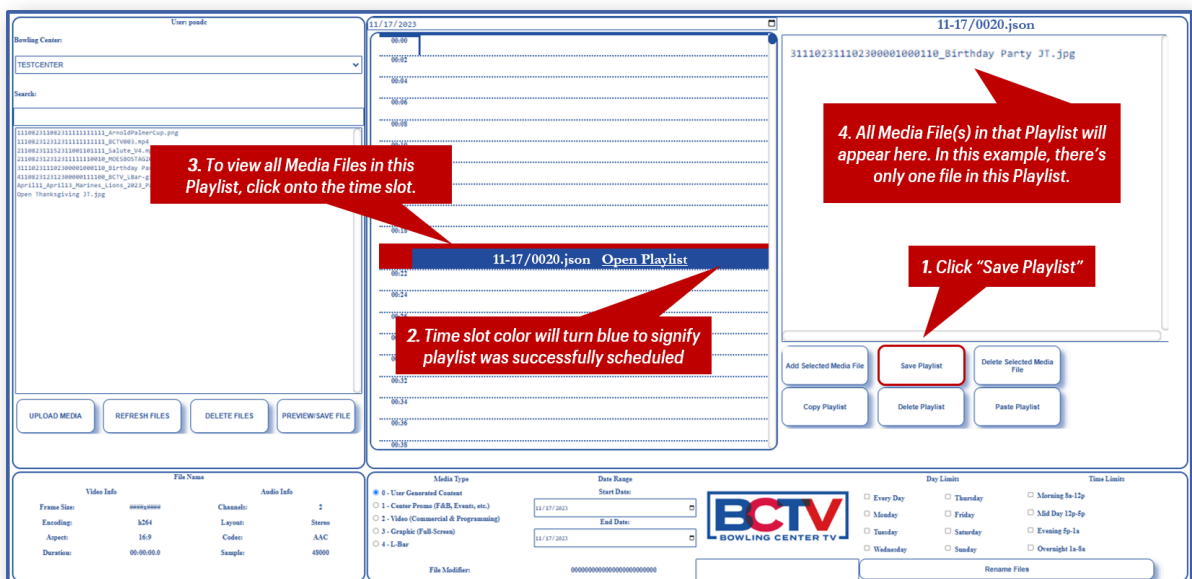
STEP 5 - Scheduling Ads and Programming Content for Playback

Once you have successfully renamed your file(s), you will need to schedule your content into a Playlist. To begin creating your playlist, (1) select a renamed file that you wish to play. (2) Click on the desired time slot in the middle of the screen; the selected time slot will turn red. (3) Click the “Add Selected Media File” button to add that file to your Playlist. (4) The Media File(s) in your Playlist will appear in the Playlist field in the upper-right. Repeat this process to add more Media Files to your Playlist.



NOTE: If you are attempting to schedule a Playlist outside of a local advertising or promotional content time slot (shaded time slots), a “warning” message will appear.

After adding the selected playlist to the time slot, (1) click “Save Playlist.” (2) The Playlist file will appear in the time slot. To view the Playlist, (3) click the “Open Playlist” link.



STEP 6 - Making Changes to an Existing Playlist

REMOVE MEDIA FILES

In cases where an advertiser wishes to remove an old or obsolete Media File from an existing Playlist, you will need to (1) open the Playlist, (2) select the subject Media File, (3) click the “Delete Selected Media File” button, then (4) click the “Save Playlist” button.

The screenshot displays the BCTV interface for managing a playlist. The top section shows a timeline for 11/17/2023 with a blue time slot selected. Below the timeline, a list of media files is shown, with one file highlighted. The bottom section contains various controls, including buttons for 'Add Selected Media File', 'Save Playlist', and 'Delete Selected Media File'. Red callout boxes with arrows point to these specific elements, providing instructions for the removal process.

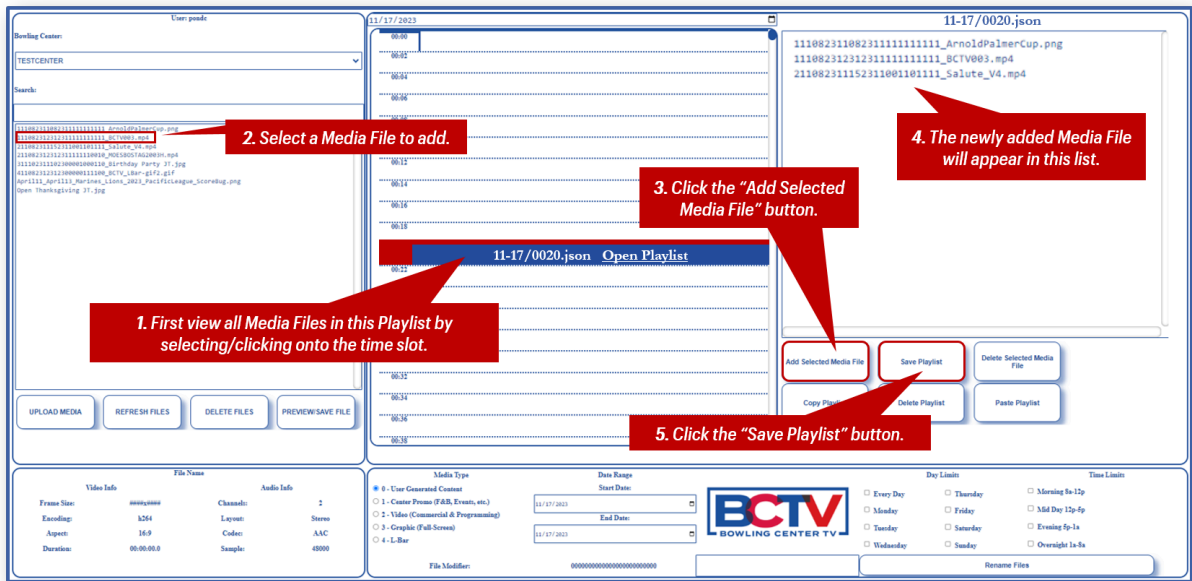
UPDATE MEDIA FILES

Occasionally, local advertisers will want to update an old or obsolete advertisement (i.e., an L-Bar and/or commercial video unit) that’s been programmed into an existing Playlist. To update the file(s), (1) open the Playlist by clicking onto the subject time slot, (2) delete the file you are replacing, (3) click the “Delete Selected Media File” button, (4) select the updated/renamed file from the Media File list, (5) click the “Add Selected Media File” button, then lastly, (6) click the “Save Playlist” button.

This screenshot illustrates the update process in the BCTV interface. It shows the same playlist as the previous image, but with a different media file selected. Red callout boxes with arrows provide instructions for each step: selecting the time slot, deleting the old file, selecting the new file, adding it to the playlist, and finally saving the changes. The interface elements and controls are consistent with the previous image.

ADD MEDIA FILES

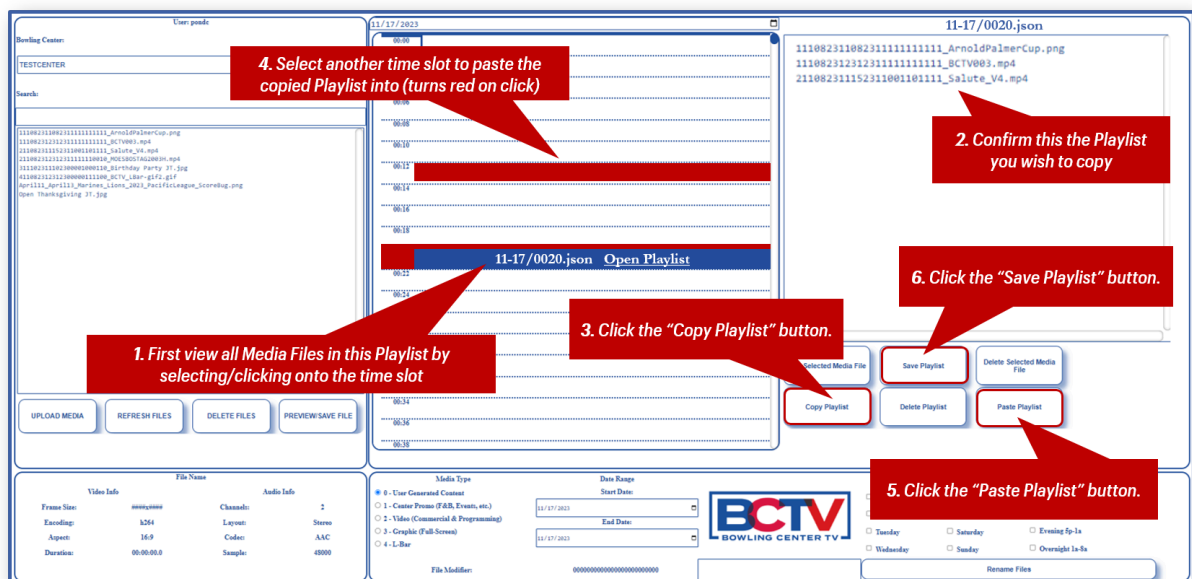
To add new Media Files to an existing Playlist, (1) open the playlist within the time slot by clicking on the blue bar. Next, (2) select the Media File you wish to add, (3) click the “Add Selected Media” button, (4) verify the new Media File was added into the Playlist, then (5) click the “Save Playlist” button.



STEP 7 - Copying and Deleting an Existing Playlist

COPY A PLAYLIST

To replicate the same commercial(s), L-Bar ad(s) or programming content in another time slot (same or different day), (1) click on the playlist within the playout time slot, select the interval and then select the duration and then click “repeat playlist”. The selected playlist will repeat as selected.



DELETE A PLAYLIST

To delete an entire playlist, (1) in the blue area of the respective Playlist, then click “Delete Selected Playlist”.

The screenshot shows a media management interface with a central playlist view. The playlist is titled "11-17/0020.json" and contains a list of media files. A blue bar highlights the playlist name. Below the playlist, there are buttons for "Upload Media", "Refresh Files", "Delete Files", and "Preview/Save File". To the right, there are buttons for "Copy Playlist", "Delete Playlist", "Save Playlist", "Delete Selected Media File", and "Paste Playlist". The "Delete Playlist" button is highlighted with a red box. At the bottom, there are sections for "Video Info", "Audio Info", "Media Type", "Date Range", "Dry Limits", and "Time Limits".

General Housekeeping

Because storage space is limited, it’s important to keep your local content library up-to-date. You should delete any outdated files from your system to ensure you have sufficient space for new advertising/promotional content, and to simplify system navigation.

Client/Advertiser Reporting

At the end of each month, you will receive a Proof-of-Performance report that you can present to your local advertisers to verify that their ad inventory ran properly.

V. Monetizing BCTV for Your Business

One of the benefits of becoming a BCTV member is that you are entitled to generate incremental revenue when you sell local advertising inventory. 100% of the proceeds from the sale of local ad inventory is yours to keep.

Your Local Inventory

Each participating BCTV center receives a fixed amount of video and graphic advertising inventory to sell to local advertisers each hour. *This includes:*

- 2-minutes of video advertising inventory per hour
- 1-minute of graphic advertising inventory per hour

SIZZLE INTO THE SEASON

weber
TRAEGER
Big Green Egg

TAKE 15% OFF WITH PROMO CODE "BOWL"

FREE DELIVERY WITH 2 ARLINGTON LOCATIONS TO SERVE YOU:

West Lake Ace Hardware
1705 W Park Row Dr

Vance Marcke's Ace Hardware
1705 W Park Row Dr

ACE Hardware

The advertisement features a central image of a person grilling corn and shrimp on a large outdoor grill. To the left, there are logos for Weber, Traeger, and Big Green Egg grills. Below the main image, there is a red banner with promotional text and two location pins for West Lake Ace Hardware and Vance Marcke's Ace Hardware, both at 1705 W Park Row Dr. The ACE Hardware logo is in the bottom right corner.

■ L-Bar for vertical and horizontal digital ad units (one graphic)

■ Video frame for :15s, :30s, and :60s ad units and network content

Advertisement Durations

This “pool” of advertising inventory can be sold in smaller, uniform increments of time. For example, the 2 minutes of video advertising inventory can be sold based upon increments of :15, :30, and :60 seconds of time. The same holds true for the graphic inventory.

These increments of time are standard lengths across the advertising industry, and BCTV Centers must adhere to these lengths for proper scheduling in the BCTV programming system.

The most popular (and standard) length of an advertising unit is :30 seconds. Based upon a :30 second unit length, and assuming 10 hours of operation each day, your total video advertising inventory per day would be calculated as follows:

- 4x :30 units per hour x 10 hours per day = 40 :30 units per day, or
- 1,200 :30 units per month based on a 30-day month

Discretionary Pricing

Should your center have longer operational hours, your available inventory of advertising units will increase. BCTV Centers are free to price and package this advertising inventory in whatever manner you wish to maximize the value that you receive from it.

Share-of-Voice Concept

For simplicity, we recommend that you create “share-of-voice” packages whereby you divide the inventory across 2 to 4 advertisers so that they each receive an equal amount of advertising inventory per hour. For example, a 50% share-of-voice package means that each of two advertisers would receive 2x :30 units per hour, each hour, every day of the month.

Similarly, a 25% share-of-voice package would give each of 4 advertisers 1x :30 units per hour, each hour, every day of the month. These packages can be sold monthly, quarterly or annually.

To provide a feel for how that can translate into revenue for your center, below are some examples of suggested pricing and packaging:

50% Share-of-Voice Package:

- Create two (2) advertising packages that are available for sale
- Put half of the commercial and L-Bar inventory into each package
- Each advertiser will get two (2) video commercial, and two (2) L-Bar units per hour

At \$625 per package, per month, your value proposition is strong and simple:

- \$1.50 per commercial unit*
- \$.50 cents per L-Bar unit

**Suggested pricing above is based upon a 34-lane center. Larger/smaller centers can optionally adjust pricing based upon increased/decreased foot traffic.*

If both packages are sold at \$625 per month, you'll generate:

- \$1,250 per month
- \$15,000 per year

Additional Use Cases for Local Advertising Inventory

BCTV Centers should also consider creative ways of using their local ad inventory to further maximize local revenues. For example, the advertising inventory can be used for inclusion in broader event packages sold by your Center such as birthday parties and corporate events.

Birthday Party Extensions

BCTV Bowling Centers now have the opportunity to enhance the traditional birthday party package with BCTV. In addition to the bowling and food element of a typical package, you can now upsell a digital birthday message on all the BCTV screens throughout your Center.



BCTV layout with sample of customized Birthday Messaging.

This customizable birthday message would appear several times during your customer's event, making the special birthday guest feel like (an even bigger) celebrity that day. The inclusion of this on-screen birthday messaging inventory can be priced higher than the above outlined commercial video units and L-Bar graphics creating even more local ad revenue opportunity from BCTV.

Here's what happens to your bottom line monthly and annually if you allocate just 10% or 60 of each of the 600 local ad units in your inventory for birthdays

Without Birthday Extension Sales:

- Local **Commercial/Video Ad Inventory** (600 Units)
- Local **L-Bar Ad Inventory** (600 Units)
- Total Incremental **Monthly Revenue** = **\$1,250**
- Total Incremental **Annual Revenue** = **\$15,000**

With Birthday Extension Sales:

- Reduce Local **Commercial/Video Ad Inventory** (540 Units)
- Reduce Local **L-Bar Ad Inventory** (540 Units)
- Convert/Sell **Birthday Extensions** (24 Units) @ \$75 = \$1,800
- Total Incremental **Monthly Revenue** = **\$3,050**
- Total Incremental **Annual Revenue** = **\$36,600**

VI. BCTV Network Operations and Troubleshooting

When it comes to training, servicing and supporting the BCTV Network in your Center, you'll have access to a number of helpful resources.

Onboarding

In addition to the information provided in this BCTV Operations Guide, you will have access to the following:

- A series of **live onboarding tutorial sessions** to help you interface with and use the BCTV Content Scheduler to traffic local ads, on-site F&B promotions, birthday party extensions, and more (*look for email alerts about these sessions*)
- An **online resource library** here at: www.MyBCTV.com/proprietor-resources that includes:
 - **Video tutorial(s)** on how to use the BCTV Content Scheduler to upload and serve local advertising units
 - **Self help documents** to assist with basic troubleshooting of your equipment
 - **Conceptual documents** providing ideas on how to increase Center revenue via BCTV

Troubleshooting

Issues that arise after installation will generally fall into one of two categories:

1. General operation of your BCTV screens
2. Proper delivery of the BCTV programming feed

To help you accurately identify any issues that may arise related to these two problem categories, you can reference the [BCTV Proprietor Troubleshooting Quick Reference Guide](#) located on the Proprietor Resources page. This guide may even help to resolve the issue in advance of calling the BCTV/CRI Support Team.

For most issues, the BCTV/CRI Customer Support Team will receive a real-time alert and will (in most cases) address the problem remotely.

If you see or believe that something isn't right, we encourage you to immediately call the BCTV/CRI Support Team at 1-888-369-3629. This helps us ensure an alert was correctly triggered and a fix is being processed – or, has already been resolved.

Regardless of the issue, the BCTV/CRI Support Team will work closely with you to determine the specific nature of the problem that you're experiencing.

For Issues Related to the Operation of BCTV Screens

Please call the BCTV/CRI Support Team at 1-888-369-3629. We will help you perform some simple tests to see if the issue can be resolved remotely by phone. Be prepared with a general description of the issue(s), such as:

- Entire screen is black on one or more displays
- Content on the screen (in the video portion) is frozen
- TV is displaying content other than BCTV

Please also take note of the TV Screen ID(s) of the units that are affected. You can find the TV ID on the back side of the display (lower left or right side):



If we are unable to resolve your issue by phone, the BCTV/CRI Support Team will send a technician to your site to identify and resolve the problem.

For Issues Related to the Delivery of BCTV Content

If you encounter issues receiving the BCTV daily content feed such as:

- Content in a specific region of the TV screen(s) is black or void of content
- Content in the video or L-Bar portions of the screen are not scaled properly
- Content appears pixelated, blurry, or is blinking intermittently, etc.

Please call the BCTV/CRI Support Team at 1-888-369-3629. On the back of each display is a DMP (Digital Media Player), labeled with the device's ID. Please have the DMP ID number of the affected screen(s) available when calling.



We will help you determine if the issue is related to the content feed, or the equipment. From here, we will traffic the issue to the appropriate technology partner to resolve the problem, keeping you informed throughout the process.

STE Has Your Back

Strike Ten Entertainment will also be notified of all open service tickets for full awareness of the issue at your Center. Strike Ten will also be tracking the progress of your issue to resolution.

In addition, feel free to reach out to your STE representative: Kelly Rolfe at 1-817-385-8259 or Jay Trietley at 1-817-385-8444 should you have any issues with a timely resolution to the problem(s) you are experiencing, or have any suggestions for improving the overall service experience.