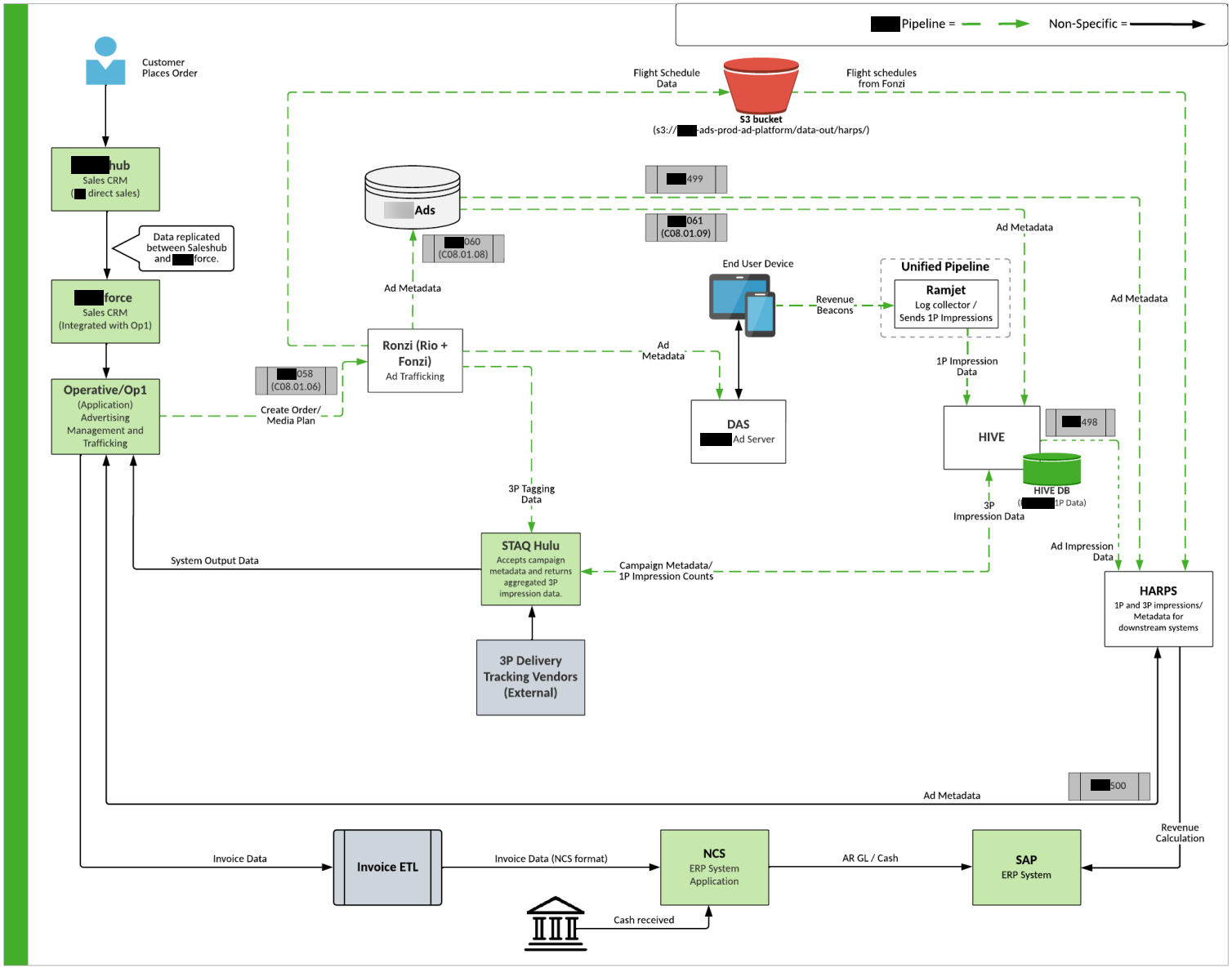
08.00a Advertising Revenue Dataflow Diagram

Ad Revenue Process Overview

Advertising Revenue | March 7, 2024



Data Flows

Four dataflow diagrams accompany the *08.00a Advertising Revenue* accounting business process flow charts. Those dataflow diagrams include:

- **Ad Revenue Process Overview** (this page)
- 08.01a Campaign Setup
- 08.02a Delivery
- 08.0Xa Revenue Recognition, Billing, and Cash Processing

Service/App Descriptions

- **3P Delivery Tracking Vendors** send 3P beacons to STAQ from third-party vendors ([redacted], etc).
- [redacted] **(DAS)** is the system that delivers linear and non-linear ads to [redacted] users. The system is comprised of multiple components that aid in the delivery and logic for ad inventory. Delivers server events and 1P/3P beacon templates to ODS.
- **HARPS** finalizes ad revenue, invoicing, and content revenue share earned and sends data to SAP. It ingests specific ads metadata fields from Fonzi through [redacted]Ads and from a direct data feed received daily.
- **HIVE** is the centralized data store for all metadata and metrics (impressions, completions, content minutes watched, etc).
- [redacted]**Ads** is a database of ads metadata that serves as the primary source of Ads metadata for HARPS.
- [redacted]**force** adds the advertiser and agency data from Saleshub to the ad account and organization data in [redacted]force, then pushes the order/opportunity data to [redacted] Op1. [redacted]force is connected directly to Op1; Saleshub is not. Orders do not move downstream to Op1 until they close/finalize.
- **Invoice ETL** converts Op1 invoices into NCS format.
- **Mission Control** manages ad campaigns on [redacted] streaming content. Includes a UI for activating campaigns, building creatives, uploading assets, and monitoring pacing statistics. Delivers campaign metadata to ODS.
- **NCS (Network Control System)** is a suite of software that, in the context of this dataflow, serves as a payment processor that sends ad revenue and general ledger journal entries to SAP and handles cash applications.
- **ODS (Operational Data Store)** is a data platform centralized on the Operational Data Store framework. ODS sends campaign metadata to STAQ and HARPS.
- **Operative (Op1)** calculates the invoiced amount and sends to NCS. Also, sends advertising metadata to HARPS daily and media plan/order data to RONZI (syncs one way).
- **Ramjet** is a is a unified event forwarding platform used to ingest all [redacted]Beacon and HITs (Human Intelligence Tasks) data.
- **RONZI (RIO + Fonzi)** are front ends to the [redacted] Ad Server. RIO is the current ad trafficking system (replaced soon by mission control). Fonzi provides ads metadata fields that are ingested by HARPS and 3P tagging data (original ad metadata) to STAQ.
- **S3 bucket** is object storage service 1p/3p data from Op1, Rio, and HARPS.
- [redacted]**hub** is the forward facing app that sends account, opportunity, and validation data to [redacted]force. Sales teams create the opportunities in [redacted]hub and an automated process copies the same orders/ opportunities into [redacted]force. Saleshub has the advertiser and agency data, but not the ad account and organization data (this is in [redacted]force).
- **SAP** aggregates AR, GL Entries, and contract/order information.
- **STAQ** pushes daily aggregates and uniformly formats ad tracking impressions for all 3rd parties (e.g [redacted], etc.). Publishes to tables in Hive and ODS.

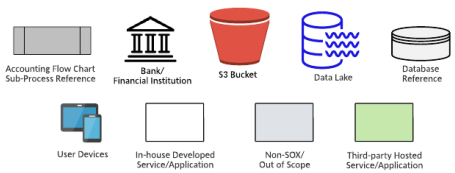
NOTE: Reporting tools used to generate key IPEs related to the Advertising Revenue flow include MicroStrategy, RP2 Portal, and Snowflake.

NOTE: Ads served on the [redacted] app go through the [redacted] pipeline. Prior to 12/6/2023, this applied only to [redacted] content. However, since 12/6/2023, ads for both [redacted] and [redacted] content on the [redacted] app go through the [redacted] pipeline.

FY24Q1 Changes

- Renamed dataflow from "08.01a Campaign Setup" to "Ad Revenue Process Overview"
- Added "3P Delivery Tracking Vendors" reference
- Added "End User Device" reference between DAS and Ramjet
- Added note on replication between Saleshub and [redacted]force
- Added 3P Tagging data connector from Ronzi to STAQ
- Added System Output connector from STAQ to Op1
- Updated Op1 to HARPS line to bi-directional
- Line from the S3 bucket to HARPS changed to single directional (it only transfers flight schedules to HARPS).
- Updated S3 bucket name to "s3:// [redacted]-ads-prod-ad-platform/data-out/harps/". Added connectors to HARPS and Ronzi for flight schedules.
- Removed [redacted]hub to SAP connection line (no data passed between these systems)
- Removed legacy Ad Server reference (no longer receives traffic)
- Removed HAAPI Invoicing reference (self-serve/out of scope)
- Changed colors on Invoice ETL (out of scope) and NCS (3rd party)

REVIEWER/TEAM/DATE REVIEWED (this page only)

- [redacted]a/Program Management/1-16-2024
- [redacted]/HARPS/1-26-2024
- [redacted]/Ad Platforms/11-28-2023
- [redacted]/Ad Apps; Order Mgmt/12-13-2023

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