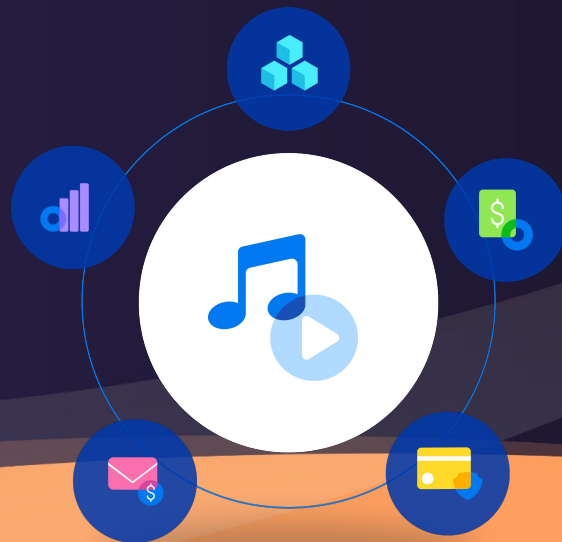


Revenue Lifecycle Management for Media & Advertising Providers



Modern media companies and MVPDs rely on agile, accurate billing to support converged ad sales, subscription models, and partner revenue sharing. A flexible billing platform helps reduce operational friction and unlock new monetization strategies.

A Single Quote-to-Cash Solution for the Media & Advertising Industry

Media and advertising businesses face increasing complexity across linear, addressable and digital channels. From managing ad impressions and usage-based billing, to revenue splits with partners and co-op invoicing workflows, legacy systems often fall short. Manual workarounds delay invoicing, create errors and expose companies to revenue leakage and audit risk.

BillingPlatform empowers media companies and MVPDs to modernize their billing operations—centralizing revenue streams, enforcing credit controls and supporting rapid changes in go-to-market strategy with full financial visibility.

71% of media & advertising firms reported improved collections after implementing accounts receivable automation, addressing cash flow challenges and reducing DSO.
pymnts.com

BillingPlatform Supports Media & Advertising



Enforce Credit Policies with support for credit limits, holds and prepayment requirements



Automate usage- and event-based billing for ad impressions, digital events, and converged campaigns



Deliver invoices via email, print or EDI with custom templates that align to agency and advertiser needs



Consolidate billing and campaign data from financial platforms, trafficking systems and subscription tools



Streamline multi-party settlements with configurable partner revenue sharing and co-op invoicing workflows



Ensure compliance and global readiness with multi-currency support and tax engine integration