

OnAir



SintecMedia

Introduction

OnAir is a multi-channel broadcast management system for stations, station groups, and networks as well as cable and satellite platforms.

Modular and highly scalable, the system manages

- Content acquisition, transmission rights, and long-term and detailed schedule planning
- Airtime sales and traffic
- Promotion planning
- Media and process control
- Billing



These activities can be handled, without data re-keying, across worldwide networks, mini-networks, channels, geographical regions, and time zones, positioning *OnAir* as the prime system for large networks and stations. *OnAir* features powerful sales and content management tools that help increase efficiency and raise profits to give the broadcaster the necessary advantage in a competitive environment.



Benefits

OnAir offers a wide range of efficiency and revenue-related benefits. The following is a list of the major benefits:

Increased revenues

- **Increased revenue stream:** Airtime optimization engine schedules commercial campaigns that utilize airtime with great efficiency. This function considers campaign requirements, budgets, and GRP.
- **Higher profits through long-term planning:** Sophisticated decision-support tools compare alternative planning schedules by cost and revenue in order to select schedules with the highest profit.

Increased efficiency

- **Program Stock Optimization:** Advanced tools enable the broadcaster to plan the appropriate level of programming – avoiding last minute purchases and preventing the waste of licensed materials.
- **Increased efficiency and productivity:** End-to-end integration of the entire broadcast operation – eliminates redundancy, enabling smooth network operations across the entire enterprise.

Full control and accountability

- **Avoidance of infringements of rights and corporate regulations:** Broadcasters can easily program flexible scheduling rules to eliminate penalties resulting from violations of state or federal regulatory bodies, as well as infringement of broadcasting rights.
- **Fast decision-making:** The system enables real-time inventory reporting and assists the broadcaster in gauging sales performance and comparing it across various company wide parameters.



- **Comprehensive security system** provides for corporate and inter-corporate secure access. *OnAir* easily controls who sees what information.

Major Components of OnAir

The following table presents a general overview of *OnAir*'s main areas of functionality.

Component	Highlights
Program Management	<ul style="list-style-type: none"> • Management of acquisitions, contracts, budgets, and payments. Programming departments have access to all program materials, episodes, program costs and amortization, and broadcasting rights. • Real-time assessment of costs and revenues during schedule planning to assist in the creation of optimized plans. • Program entry and scheduling tools that help reduce manual processing.
Sales & Traffic Management	<ul style="list-style-type: none"> • Sophisticated inventory management tools for primary and secondary events, including gradual release of inventory and overselling. • Includes plans/proposals, rating guarantees, holds, reserves, agreements, and requirements. Supports all spot types and position requirements, secondary events (e.g., squeezes, crawls), and unlimited stand-by logs. • Multiple levels of ratecards by system, channel, agreement, and campaign, with features for discounts and premiums. • Includes essentials for analyzing sales data and performance to achieve higher revenues. • Handles airtime sales media and traffic, including version (copy) management and media tracking.
Broadcast Schedule	<ul style="list-style-type: none"> • Provides a synchronized schedule of all events (e.g., programs, spots, ids) on one or multiple channels. • Channel hierarchy for programming and scheduling, with optional local and regional overrides, source feeds, and opt-outs. • As-run with automatic and manual reconciliation. • Enhanced user interface and sophisticated placement and decision-support tools give the station better control over program content and planning. • Configurable views highlight critical operational criteria, for one or multiple days and channels.



Component	Highlights
Blueprint Planner	<ul style="list-style-type: none"> • Long-term schedule planning tool with “what-if” modeling to assist planners in preparing long-term schedule plans with evaluation of costs, rights, acquisitions, and optimal content utilization. • Ensures that programs are scheduled in accordance with their rights and alerts schedulers to rights that are due to expire, so that they may be utilized. • Provides sophisticated analysis tools to help track quotas, measure commercial content (by clock and rolling hour), and evaluate costs to projected revenue models.
Promo Management	<ul style="list-style-type: none"> • Promo campaign planning and management. • Handles all campaign requirements and manage promo materials and their production, including versions (copy) and inventory. • Permits analysis of effectiveness versus cost of promotional campaigns. • Ensures more automated and accurate scheduling based on criteria defining the required proximity to the promoted event.
SmartPlan	<ul style="list-style-type: none"> • Automatically or manually schedules commercial and promo campaigns. Includes support for budget and GRP to optimize airtime use between desired ratings and various constraints.
Scheduling Rules	<ul style="list-style-type: none"> • System and user-defined rules designed to assist the broadcaster in validating the schedule for compliance with quotas of regulatory bodies or self-imposed limits regarding programs, spots, and other content. • Tools to automatically handle spot placement and inventory usage in a manner that reduces the amount of manual intervention required to prepare the final log.
Reporting	<ul style="list-style-type: none"> • Real-time information to monitor station activity, with export capacity to spreadsheet formats and HTML.
Airtime Analysis	<ul style="list-style-type: none"> • On-line, graphical analysis to assist users in exploring the commercial and promo airtime inventory as well as sales achievements.
Media Management	<ul style="list-style-type: none"> • Management of all physical media – procurement, quality inspections, dubbing, and tape loans and returns. • Interface to automation systems and VTR machines.
Rules-Based E-mail	<ul style="list-style-type: none"> • System and user-defined triggers can be created for individuals or groups to advise users of key system changes (e.g., schedule changes, data imports).



Component	Highlights
Security System	<ul style="list-style-type: none"> Comprehensive, flexible security and access control. Regulates individual or group access to modules and screens down to individual field levels (read, write, delete, and execute).
External Interfaces	<ul style="list-style-type: none"> Communications with external systems for information import and export with <i>OnAir</i> (e.g., playout systems, conditional access, EPG, SMS, press listings, and IVR). Soon to be implemented – <i>OnAir</i> will feature adapters for enterprise application integration (EAI).
Billing	<ul style="list-style-type: none"> Create, prepare, and issue invoices to clients. Billing on-demand, by milestone, by contract, and by both standard broadcast and Gregorian periods. New features support credit and reissue of invoices to adjust for discrepancies, with retention of initial invoice aging.

Features

Component	Highlights
Multi-channel, Networks, & Regions – with Time Zones	<ul style="list-style-type: none"> Support for an unlimited number of channels Easy configuration of channels and feeds Full support throughout program management, sales management and reporting. Schedule views by scheduler time, station time or other time zone.
Channel Hierarchies	<ul style="list-style-type: none"> Support for multi-level hierarchies of channels: national, regional, and local. Scheduling and reporting across the hierarchy can be carried out in a single step.
Feeds	<ul style="list-style-type: none"> Feed management feature allows the definition of feeds from one channel to another, per date range, daypart, and event type.
Centralization / Consolidation	<ul style="list-style-type: none"> Full support for workflow organization across stations or channels to support centralized business operations.
Multi-Currency	<ul style="list-style-type: none"> Multiple currencies, uploads for daily exchange rates, define contracts, agreements, and campaigns in any currency.



Component	Highlights
Multi-Language	<ul style="list-style-type: none"> Any text label, menu, or system message can be changed by the system administrator to multiple languages. Individual users select the desired language. Support for multi-language data (e.g., titles and synopses for export for publication) and Unicode.
Frame Accurate	<ul style="list-style-type: none"> All materials and logs carry frame accuracy (NTSC or PAL).
Secondary Revenue	<ul style="list-style-type: none"> Allows sales to package traditional spot airtime with secondary events such as crawls and non-airtime events.
Flexible & Highly Scalable Configuration	<ul style="list-style-type: none"> <i>OnAir</i> supports a single site, several interconnected sites, or several interconnected regions, with full inter-region and inter-station selling and reporting. Comprehensive user configuration for locations, time zones, break structures, contacts, user-interface presentation, and rules to handle warnings, blocks, and e-mail based upon the status of data within <i>OnAir</i>.

User Interface

OnAir's strength in functionality is matched with a user interface that is easy to understand, powerful to navigate, and configurable to enable users to quickly and efficiently set up the system to match their usage requirements. The highly graphical interface includes standard Windows and browser-based concepts to make it intuitive, and it supports the creation of per user or global views, filters, rules, and extensive presentation features that enhance user effectiveness.

Some unique features include

- Configurable display icon sets for schedule review of programs, spots, etc.
- Configurable pop-up hints for schedule review.
- Configurable color sets for schedule, program, and spot review.
- Configurable column sets.



- Searches, views, and filters provide rapid results and are interactively configurable for sorts and layers. Results can be printed and saved in various file types.



Total Corporate Enterprise Infrastructure

OnAir provides world-class, multiple environment broadcasters optimally with one unified, end-to-end information solution for the long term.

- **Heavy duty, built for adaptability and staying power**
 - Architecture designed as corporate foundation information-ware.
 - Highly modifiable to ensure continued performance over the changing long haul.
- **Scalable**
 - Capable of serving single-station installations and thousand-plus-user corporations
 - Affords cost-effective and easy system expansion.
- **Flexible and configurable**
 - Capable of evolving with the changing needs of broadcasters.
 - Adaptable to changes in:
 - Business environment
 - New sites
 - New channels
 - Addition of large amounts of new data
 - Commanding and powerful rules engine replicates operating logic and rules within the software workflow.
- **Connectivity to existing software**
 - Interfaces with financial accounting, human resource, and other systems currently in use.
- **Enterprise-wide and multi-company functionality**
 - Can be deployed across interconnected regional offices.
 - Allows separate corporate entity functionality, accessibility, and individual privacy.
- **Security is comprehensive**
 - Access is administrable from the task and function levels down to individual data fields.
 - Consistent with the competitive needs of complex multi-market businesses.



Information Technology Architecture

OnAir's architecture is based on the multi-tier model, and its logic is distributed among several separate yet interoperable components that can be deployed over a network and run on different machines. This provides the means for implementing advanced deployment algorithms, such as load balancing and fault tolerance.

The architecture has several proven benefits.

- **Scalability** – the number of application servers can be expanded to address growing processing needs.
- **Complete fault tolerance** – if one application server fails, another is activated.
- **Optimal utilization of CPU power** – the load-balancing algorithms implemented enable optimal utilization of total CPU power.
- **Zero client administration** – the *OnAir* client is designed as a thin and high-performance interactive browser of the application data and logic, and it can be installed with little effort.

Specifications

Tier	Platform
Client	Windows 2000, Windows XP Professional
Application Server	Windows 2000 Server, Windows 2003 Server
Database Server	Solaris, AIX, HP-UX, Linux

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