

# Fully-Integrated Broadcast management software



Programming  
Data  
Schedules  
Version control  
Sales  
Web  
Streaming  
Programming  
Mobile  
Web  
Schedules  
VOD/SVOD  
OTT  
OnDemand  
Multi-currency  
Traffic  
Multi-language  
Web  
Parent/Child  
TV Everywhere  
OnDemand  
Fully-integrated  
Mobile





TRAFFIC



PROGRAMMING



SALES  
ANALYSIS



AUTOMATION  
INTERFACE

## Fully integrated modules for the unique needs of your business

**Programming** BroadView's scheduling tools let you quickly create schedules using simple "drag and drop" actions. Users can also copy, paste and roll out schedules as far into the future as they wish. The system also manages your program rights, amortization, schedule costing and payment tracking. With BroadView's integrated programming and traffic, Traffic staff will never again have to re-enter the schedules created by their Programming department and revisions are always real-time.

New this year, expanded Ratings module allows you to instantly view historical ratings (from multiple sources, data sets and demographics) for programs, series and schedules. A powerful ratings analysis tool allows you to drill in and analyze ratings performance as well.

**OnDemand** BroadView's OnDemand module lets you schedule your Content-on-Demand services, whether broadcasting on Cable VOD (including SVOD services), over the Internet, broadband devices, TV Everywhere (TVE) or Download-to-Own (DLTO). Functionality includes flexible and easy-to-create navigational trees (Sports, Movies, New This Month, etc.) and OnDemand program information (title, price, synopsis, actors, etc.) and allows you to overlay your own branding information.

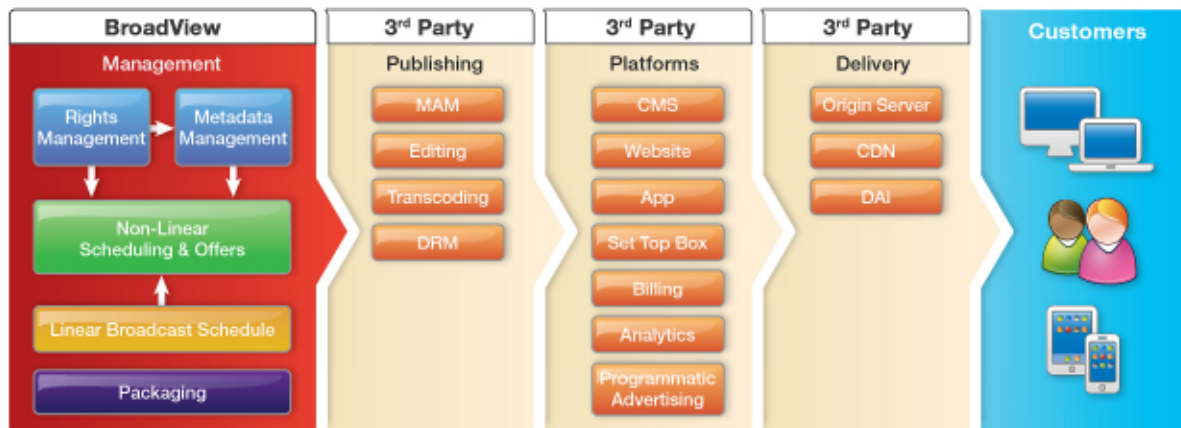
**Traffic** BroadView includes support for multiple stations, "Live Avails" and robust ad contract functionality. Easily manage complex line rotations and the everyday challenges that agencies and advertisers present. Real-time spot and copy placement means no turn-around time between data entry and its appearance on the log. Automatically notify personnel of new orders or makegoods via email.

**Sales Analysis** BroadView's flexible, real-time tools allow you to analyze your data in thousands of ways, giving you the information you need to make important decisions. Our suite of sales reports can be output, scheduled and emailed, or run as an Excel spreadsheet or PDF. Schedule reports on a weekly or daily basis and have them automatically emailed to your management group.

**Inventory** The Inventory Manager allows the Traffic team to start booking the Release Instructions concurrent with the development of the Program Schedule and allocation of commercial break times. The Sales & Traffic team can receive advance notice of the Inventory Fill / Avail levels. Enhanced visibility of the Confirmed Revenues booked along with the Waitlisted Orders help with tracking budgets & targets and allow for servicing Advertisers basis Sales Commitments and maintaining the balance of Higher Rates.



# BroadView manages your OnDemand Ecosystem



**BroadView provides a fully integrated management layer that addresses the vast array of both traditional and new web/mobile platforms that are transforming television.**



**AUTOMATION  
INTERFACE**



**FINANCE**



**AUTO-EMAIL  
REPORTS**



**ONDEMAND**

**Unique Managed Solution** Your IT department can worry about other critical resources while BroadView manages health monitoring, application maintenance, database maintenance, product updates and upgrades. BroadView's auto maintaining client installations which are fully compatible with Microsoft's desktop security model require no day-to-day maintenance and automatically update themselves without IT intervention. The combination of a managed server with auto maintaining desktop clients provide long-term savings.

**Automation Interface** BroadView's unique integrations with technical operations let you seamlessly handle automation issues such as controlling logos, VChip encoders and character generators. Filer and ingestion system interfaces for automatic cue sheet timing updates and As Run processing help save time.

**Useable from Anywhere** BroadView allows access by any user, with any operating system from anywhere using secure Internet links or corporate LAN or WAN connections.

**Fully Integrated** BroadView seamlessly integrates sales, finance, programming, traffic, promotions and operations. Data is entered once, eliminating duplication of efforts, and accessed simultaneously rather than serially, reducing wait times between departments. BroadView's modular and open design allows you to add leading-edge functionality to existing systems at an incremental cost.

**Ease-of-Use** Easy-to-use BroadView shortens the learning curve for your staff and makes cross-training a breeze. By making your staff more effective and efficient, BroadView not only lowers your operating costs, but also the frustration level of coping with legacy systems. Your management team will also find BroadView "user-friendly" on capital costs, because it harnesses the stability and power of a PC-based, client-server platform. For users who want to minimize their IT footprint, BroadView also offers a cloud-based, hosted solution.

**Client Support** With the industry's best client support, BroadView goes beyond just being easy to use. Support begins with the relationship we develop during your implementation and is supported by quality documentation and in-depth training. That relationship continues with our responsive and industry-savvy support team.

**Strong Revenue Reporting Capabilities** Flexible and real-time sales analysis tools allow you to dynamically analyze sales information on many levels at once chosen from a list that includes: station, agency, advertiser, product, category, sales office, sales rep, demographic, and more. You can view sales information in hundreds of ways and output reports in either Excel or as a PDF. The reports can also be emailed or scheduled regularly to allow a Sales Manager to receive updated sales figures via email every morning. Inventory management tools help managers adjust rates and maximize the value of your commercial inventory. Business change and pacing reports provide a management view of what is happening in the business at any time.

Advertiser	Product	Station	Revenue	Spots	Rate	Commission	Net Revenue
ABC	Product A	Station 1	100,000	1,000	100	20,000	80,000
ABC	Product A	Station 2	150,000	1,500	100	30,000	120,000
ABC	Product A	Station 3	200,000	2,000	100	40,000	160,000
ABC	Product A	Station 4	250,000	2,500	100	50,000	200,000
ABC	Product A	Station 5	300,000	3,000	100	60,000	240,000

Date	Time	Station	Advertiser	Product	Log Details
2010-01-01	10:00:00	Station 1	Advertiser A	Product A	Log Entry 1
2010-01-01	10:05:00	Station 1	Advertiser A	Product A	Log Entry 2
2010-01-01	10:10:00	Station 1	Advertiser A	Product A	Log Entry 3
2010-01-01	10:15:00	Station 1	Advertiser A	Product A	Log Entry 4
2010-01-01	10:20:00	Station 1	Advertiser A	Product A	Log Entry 5

## Powerful Log Tools for Traffic Personnel

Work a log where you can easily see open time and manage it with drag and drop functionality. BroadView's complex ad engine will place spots immediately, requiring only fine tuning of the log. Break security guarantees that users can only move spots within allowed breaks and multiple users can work in the same log, at the same time. Error checking functions double-check the log for you, looking for problems like product or advertiser conflict, back to back spots or missing copy, eliminating the need of manually validating the log.

**Intuitive Tools for Schedulers** Efficiently place programs, series and episodes on one or multiple stations. The Scheduling Wizard lets you roll out your schedules across an unlimited number of days and weeks. Copy and paste functions make for easy scheduling of unusual placements and repeats. Scheduling "wheel" programming is a snap. User-defined display settings let you see the number of days you want, at whatever zoom level is appropriate. Create Alternate and Planning schedules and analyze different scenarios without affecting your on-air schedule. Financial tools help you track amortization, allow holds on payments to producers, generate check requisitions and more.

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2010-01-01	10:15:00	Station 1	Advertiser A	Product A	Scheduling Entry 4
2010-01-01	10:20:00	Station 1	Advertiser A	Product A	Scheduling Entry 5

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