

EA1442 ETERE AIRSALES LITE

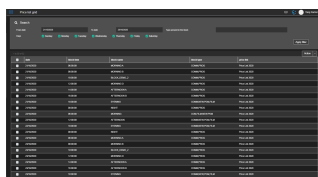
Etere Airsales Lite is a market-proven and streamlined software solution designed to enhance commercial planning and simplify program scheduling with unmatched efficiency and accuracy. Tailored for television broadcasters, it offers a simple yet powerful platform for managing commercial and programming schedules with ease.



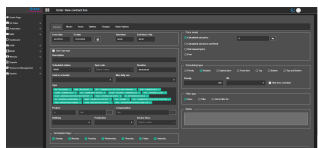
Diagram of Etere Airsales Lite

Etere Airsales Lite is a simple, efficient and robust solution for TV channels with simple management of the commercial/planning schedule. It is the perfect solution for the new market of AD insertion companies.

Etere Airsales Lite, as its name suggests, is a "lighter" version of Etere Airsales specially designed for fast and straightforward commercial scheduling. Its versatile characteristics also make it a suitable solution for systematic scheduling of any program type which runs several times over a long period (e.g., TV series). **Etere Airsales Lite** provides customers with an effective solution to create and manage simple scheduling on an integrated platform.



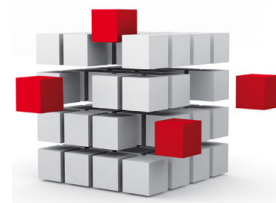
Airsales price list grid



Airsales contract

Key Features

- ☐ One fixed Price for a particular program
- ☐ Multiple fixed Prices for the same frame
- ☐ Commercial planning
- ☐ Program planning
- ☐ Series planning
- ☐ Promo
- ☐ Accounting



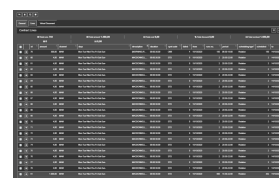
Commercial Planning

Etere Airsales Lite is a simple commercial planning module with essential functions for scheduling commercial events and effectively invoicing them. It includes key features in commercial planning, such as timeslots and rotation tables based on fixed times. Moreover, Etere Airsales Lite can be tightly integrated with Etere Executive Scheduling, the module stations used to create schedules in advance, including secondary events, and perform last-minute changes directly on running programs.



Program Planning

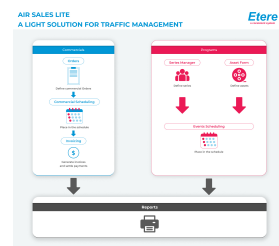
Etere Airsales Lite is an efficient and versatile solution for program planning, tailored for managing live events, news broadcasts, and TV series. Its key strengths lie in its speed and flexibility, allowing it to handle schedules composed entirely of live or fixed programming requirements. By eliminating the need for preliminary strategic editing, Etere Airsales Lite significantly streamlines the station's scheduling workflow. With this tool, there's no requirement to create a scheduling framework in advance, making it ideal for dynamic and fast-paced broadcast environments.



Series Scheduler

Etere manages almost all the daily scheduling of TV channels, making it easy to plan the broadcast of single assets (episodes) over an extended period according to the licensing rights. Etere also provides 360-degree control of all the associated costs, providing high accuracy and efficiency to broadcasters.

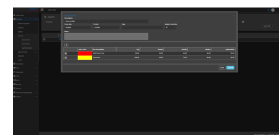
Etere Series Manager is a module inside Airsales Lite; it manages all generic series data, including seasons, episode numbers, scheduled duration and other data such as linked assets and promotions. Additionally, the module effectively manages planned TV series, including runs and reruns.



Accounting System

Invoice commercial orders and reconcile them with the accounting system:

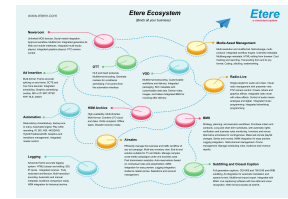
- ☐ Payments tracking with daily, weekly, and month-end reporting capabilities
- ☐ Set credit limits and credit stops for advertisers and agency groups
- ☐ Effective cash and collections management with interactive ageing
- ☐ Integrated invoicing system aligned with the scheduling in real-time
- ☐ Pre-paid and post-paid manual/automatic invoicing
- ☐ Simplify payment processing, including lockbox imports
- ☐ Agencies and Accounts Executive commissions management
- ☐ Export to external accounting systems



Etere Ecosystem Integration

Etere Airsales Lite uses all the technologies available from an Etere Ecosystem, therefore providing a complete response that embraces the following modules:

- ☐ **Etere Memory**, for an easy visual as-run log
- ☐ **Etere Executive Scheduling** to view scheduling and traffic data
- ☐ **Etere Media Management**, to transfer scheduled video to online servers
- ☐ **Etere Loudness Control**, to check the compliance of audio levels
- ☐ **Etere Web**, to get real-time access to the system from any location from any smart device
- ☐ **Etere Promo Placement**, to manage the entire promo campaign placement and management



Reporting Service

Etere Airsales Lite offers seamless integration with Etere Reporting Services, providing access to a powerful, web-based reporting server that simplifies report creation and editing. Key features include:

- ☐ On-demand generation of business reports for commercial planning
- ☐ Automated daily email reports, delivering key business snapshots each morning
- ☐ Native integration with Microsoft Reporting Services for enhanced compatibility
- ☐ Built-in, cost-free report manager, enabling effortless custom report creation
- ☐ Excel spreadsheet integration for personalized, data-driven statistics
- ☐ Audience rating analysis, comparing forecasted and performance figures

