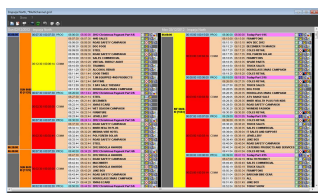


ETERE AIRSALES

Etere Airsales is a complete IT solution that effectively manages your complete advertising lifecycle.



Editing Grid interface

Etere Airsales is an integrated solution for traffic, accounting and all sales management-related operations. It is completely scalable to your size and needs: from the smallest single-station setup to the largest corporation.

Etere Airsales is the powerful solution for your sales workflow. It is able to give you total visibility and inventory control to maximize advertising revenues and profitability. The integrated nature of Etere Airsales ensures information is always visible in real-time, thus allowing enhanced inventory management and optimal decision-making.

With Etere Airsales, the full spectrum of advertising sales activities that are supported includes pre- and post-sales activities, sales campaigns, customer relationship proposals, commercial planning, invoicing, salesmen and agencies commissions. The full version of Etere Airsales provides the following features:

Schedule Grids

- Create custom grids for a guided and accurate management of commercial schedules

Commercials Management

- Elaborate proposals or generate orders for commercials
- Schedule commercials automatically scheduling

Programs Management (*)

- Manage programs and TV series (including their orders)
- Define broadcast rights for programs and series
- Schedule programs and TV series using a wizard tool

Promotions Management (*)

- View promos and place them into the schedule

Schedule Adjustment

- Adjust daily schedules and events within them
- Manage multichannel schedules from one place

Money Operations

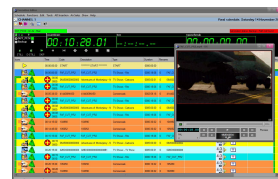
- Invoice scheduled events either manually or automatically
- Settle your invoice deadlines and salesman payments

Reporting Services

- Access to more than 150 customizable reports

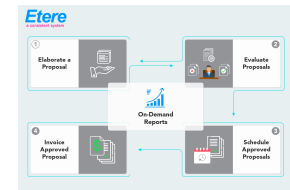
Schedule Structure

- ☐ Powerful wizard to create the schedule grid
- ☐ Drag-and-drop features for spots scheduling
- ☐ Flexible customizable scheduling grid to guide filling procedures
- ☐ Capability of moving blocks with and without events
- ☐ Target audience and income on every gridline
- ☐ Multi-channel grid including copy and link across channels



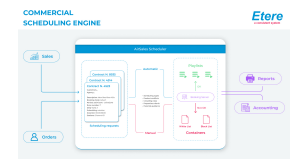
Proposal Management

- ☐ Single and multi-year orders for primary and secondary events
- ☐ Wide information (e.g. product, channels, discounts, surcharges, etc.)
- ☐ Scheduling rules for automatic campaigns planning
- ☐ Approval control of contract discrepancies
- ☐ Financial data (tax codes, payment terms, commissions, etc.)
- ☐ Rate cards per time slot, channel and customer
- ☐ Rights management for supervisors and salesmen



Key Features

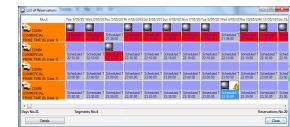
- ☐ Multiday inventory for managing inventory across multiple days
- ☐ Maximized returns on investment and reduced operating costs
- ☐ Fast contract entry for unlimited spots
- ☐ Centralized campaign planning and placement
- ☐ Sales force and account management
- ☐ Post transmission analysis, real-time reporting and statistics
- ☐ Seamless integration with automation systems
- ☐ Available web management of orders and pre-orders
- ☐ Ability to import data from traffic systems



MERP Integration

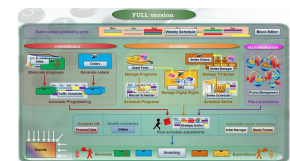
Etere Air Sales is perfectly integrated with the Etere MERP Cloud suite, leveraging from all available technologies and providing shared information to following modules:

- ☐ Memory, for an easy visual as run log control
- ☐ Automation, last minute changes and wide 3rd-party integration
- ☐ Executive Editor, unified view of scheduling and traffic data
- ☐ Media Manager, automatic transfer and QC of scheduled material
- ☐ Reporting Services, to create on-demand reports on commercial planning



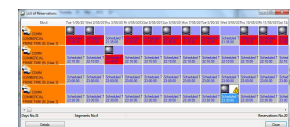
Web and Desktop

- ☐ Real time access to all data, at any time, from anywhere
- ☐ Access to the Air Sales system via EtereWeb and ensure to your roaming sales force to have complete access over the commercial planning system, thus enabling them to create contracts and reserve space remotely
- ☐ Client's exclusive access to its own contract information and scheduling details, from a remote location using EtereWeb with access levels left to the discretion of the station



Reservation Engine

- ☐ Auto-reservation based on contractual rules and placeholders
- ☐ White and Black lists for priority scheduling and rescheduling
- ☐ Supported manual intervention at any point (drag&drop)
- ☐ Scheduling history and attached documents
- ☐ Real-time monitoring of commercial crowding and proxies
- ☐ Scheduling on alternative schedules and multiple networks



Integrated Accounting

- ☐ Invoicing of pre-paid and post-paid advertisements
- ☐ Payments track with daily, weekly and month-end reports
- ☐ Proactive management of credit limits and credit stops
- ☐ Effective cash aging, advance and collections
- ☐ Agencies and salesmen commissions management
- ☐ Export to external accounting system
- ☐ Automatic generation and e-mailing of PDF invoices
- ☐ As-run reconciliation after automation broadcast

