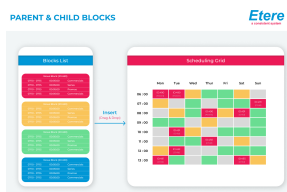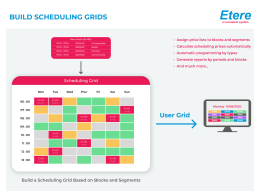# ETERE AIRSALES SCHEDULING

Etere Airsales's Weekly Schedule application allows broadcasters to manually create schedules via pre-configured or new blocks through a freestyle grid format with a simple drag-and-drop function.

Parent and Child Block

Schedule Grids

Etere Airsales is an integrated solution for traffic, accounting, scheduling, and all sales management-related operations. It is entirely scalable to your business needs, from the smallest single-station setup to the largest corporation.
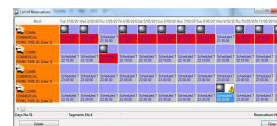
Etere offers a dedicated module for planning commercial activity and long-term scheduling. This versatile and efficient commercial scheduling tool ensures that commercial orders are generated and managed professionally and efficiently, thus maximizing productivity and broadcast planning.

Key Features
- Maximizes productivity and air time planning
- User-friendly interface with a drag-and-drop feature
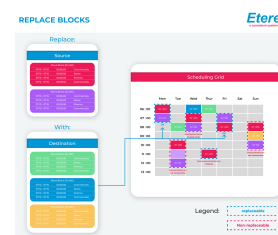- Creation of schedules via either pre-configured or new blocks

Reservation Engine

☐ Auto-reservation based on contractual rules and placeholders
☐ Allowlists and Blocklists for priority scheduling and rescheduling
☐ Scheduling history and attached documents
☐ Real-time monitoring of commercial crowding and proxies
☐ Scheduling on alternative schedules and multiple networks

Block Instances

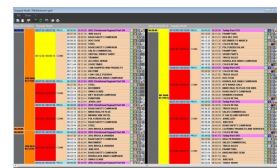Etere Airsales can differentiate block instances within a specific day according to their position:

☐ Parent block: The first inserted block instance within a day. Parent blocks feature the same data (and ID) as the source block

☐ Child block: All instances additionally inserted within a day. Child blocks feature the same data as the source block but with a different progressive ID (based on the main block's ID)

☐ All blocks present in the Blocks list count with a unique ID for easy identification across all the daily schedules on which they feature

☐ Easy replacement of a source block or a group of consecutive blocks

☐ In case the operator decides to replace a block featured at different times on the same day, it will be necessary to specify its ID to ensure a precise and correct replacement

☐ Allows the removal of blocks from a specified period (for example, blocks with the same ID)

☐ The "Paste" wizard allows copying a portion of the structure (i.e., all selected blocks) to a different period, maintaining their arranged position and timings.

Schedule Grids and Structure

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

☐ Drag-and-drop features for spot scheduling

☐ Flexible, customizable scheduling grid to guide filling procedures

☐ Capability of moving blocks with and without events

☐ Target audience and income on every gridline

☐ Multichannel grid including copy and link across channels

☐ Scheduling rules for automatic campaign planning

☐ View promos and place them into the schedule

☐ Adjust daily schedules and events and manage multichannel schedules from a single interface

Etere Ecosystem Integration

Etere Airsales integrates perfectly within the Etere Ecosystem with direct archive and database communication. It effectively leverages all available technologies and provides shared information to the following modules:

☐ **Etere Memory**, for an easy visual as-run log control

☐ **Etere Automation**, last-minute changes and seamless third-party integrations

☐ **Etere Executive Scheduling**, unified view of scheduling and traffic data

☐ **Etere Media Management**, automatic transfer and QC of scheduled material

☐ **Etere Reporting Services**, to create on-demand reports on commercial planning

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