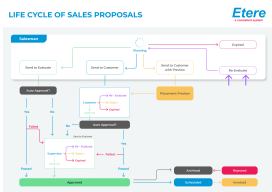


ETERE AIRSALES INTEGRATED ACCOUNTING

With a user-friendly interface, users can create a complete proposal through the integrated and user-friendly Etere Airsales system.

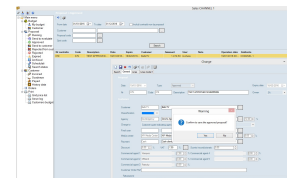


Life Cycle of Sales Proposal

Etere Airsales integrated accounting enables an end-to-end process including invoicing of pre-paid and post-paid advertisements, payment tracking with daily, weekly and month-end reports, agencies and Account Executive commission management, proactive management of credit limits and credit stops, effective cash ageing, advances and collections, automatic generation and e-mailing of PDF invoices, export to external accounting system and as-run reconciliation after broadcast automation.

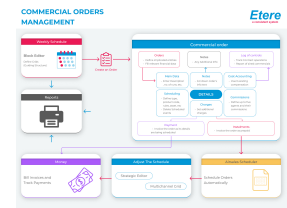
Proposal Management

- Single and multi-year orders for primary and secondary events
- Detailed information (for example, product, channels, discounts, surcharges)
- Scheduling rules for automatic campaign planning
- Approval control of contract discrepancies
- Financial data (tax codes, payment terms, commissions)
- Rate cards per time slot, channel, and customer
- User rights management, even for complex organisational structures
- Proposals evaluation, monitoring, and management



Commercial Management

- Multiple assets (for example, different channels or periods) proposal creations
- Detailed and customized sales proposals according to customer specifications
- Flexible schedule grids
- Key booking features such as automatic pricing based on time of the day (for example, breakfast, lunch, dinner, and late night)
- Automatic spot placement based on critical scheduling criteria (i.e., top, bottom, priority, rotation, or optimization)
- Elaborate proposals and generated orders for commercials
- Schedule commercials automatically, saving time and resources



Orders Management

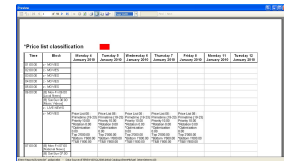
- Commercial order to calculate and report costs and revenue generated from selling commercial slots
- Commissioning and planning of commercial activity
- Professionally generated commercial orders
- Efficient management, maximizing productivity, and air time planning
- Manage Accounts Executive data and paid a commission
- Insert multiple order lines for each order
- Invoice scheduled events either manually or automatically
- Settle invoice deadlines and Account Executive payments



On-Demand Report Export and Print

The Reports section contains customisable reports to streamline data consultation during proposal management.

- Sales reports are generated using the web-based Etere Reporting Service
- Print and export in the most common formats, including PDF, CSV, DOC, XLS, and XML
- Price List Grid Report allows custom document creation that details the scheduling structure used for proposals within a specific date range
- Account Executive AsRun Report provides a detailed document containing all the events sold
- Filter by period, customer, and order, as well as specify essential information such as the date, time, duration and status
- Access to more than 150 customisable report templates



Time	Rate	Order ID	Priority	Channel	Order ID
18:00-19:00	1000	12345	1	TV	12345
19:00-20:00	1000	12345	1	TV	12345
20:00-21:00	1000	12345	1	TV	12345
21:00-22:00	1000	12345	1	TV	12345
22:00-23:00	1000	12345	1	TV	12345
23:00-00:00	1000	12345	1	TV	12345
00:00-01:00	1000	12345	1	TV	12345
01:00-02:00	1000	12345	1	TV	12345
02:00-03:00	1000	12345	1	TV	12345
03:00-04:00	1000	12345	1	TV	12345
04:00-05:00	1000	12345	1	TV	12345
05:00-06:00	1000	12345	1	TV	12345
06:00-07:00	1000	12345	1	TV	12345
07:00-08:00	1000	12345	1	TV	12345
08:00-09:00	1000	12345	1	TV	12345
09:00-10:00	1000	12345	1	TV	12345
10:00-11:00	1000	12345	1	TV	12345
11:00-12:00	1000	12345	1	TV	12345
12:00-13:00	1000	12345	1	TV	12345
13:00-14:00	1000	12345	1	TV	12345
14:00-15:00	1000	12345	1	TV	12345
15:00-16:00	1000	12345	1	TV	12345
16:00-17:00	1000	12345	1	TV	12345
17:00-18:00	1000	12345	1	TV	12345