



# Traffic

## Revolutionary scheduling and commercial management for TV stations

- Schedule commercials according to the schedule and not according to timeslots
- Multiple scheduling rules
- Simulation and reservation
- Complete control over each commercial break
- Viewing low-resolution clips directly on your PC

**ETERE Traffic** revolutionized scheduling and commercial management of TV stations. We all know that on TV, commercial contracts are sold even before defining programs that will be broadcasted. The only sure thing is that a day is segmented according to types of programs. This way gets created the so-called "schedule grid".

Reservation of commercial space in schedule is made through a "foreseen reservation": it's impossible to know exactly when the Commercial is going to be broadcasted neither how long is a certain program, but only their contest and/or their type.

The uniqueness of the new **ETERE Traffic** is represented in the fact that commercials are sold not according to "time slots" but according to program blocks. It's finally possible to sell commercials independently from time changes on schedule. The perfect example is a football championship, and all similar sports programs, because of the variability during the championship (game start according to the daylight-saving time, postponed games because of the weather, etc).

Schedules divided in program blocks (and not time slots) in which there will be one or more commercial breaks. Now you can define precisely and in advance the quantity, total length and/or partial length of each break, and the composition. Example: firstly a promo, secondly a TV sale/TV promotion, thirdly a commercial break, and so on.

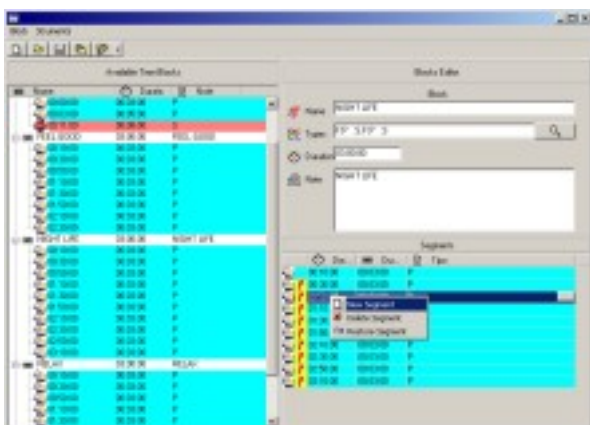
In case of a reserved commercial break but not yet sold: if another client is interested of the same break, he can immediately buy it and cancel that way the 'non confirmed' reservation of the first client. This way, there won't be any blanks in commercial spaces, caused by expired reservations.

You can associate with ETERE a determined Commercial to all named schedule blocks. Example: "cartoons" being broadcasted each day during a certain period. All will be inserted, in all schedule blocks, with an automatic utility, by following instructions and/or parameters that were fixed by the operator (commercial percentage, product code conflict, start of the reel, end of the reel, frequency of the same customer, frequency of the same product code, etc.).

You can select or delete breaks you wish to assign or not to a certain clip. You're able to check out for each commercial break, if it has been reserved or not. In case the break is not available anymore, you can view if it had been broadcasted. In case the break is still available, you can view its status and reserve it. It is possible to know the content and eventually make a preview.

Different rules to schedule commercials are:

- Fixed: broadcast the Commercial always on the same commercial break in the same schedule block (example: always on the second break)





- Rotation: broadcast the Commercial by rotating it on all breaks of schedule block; in case the break isn't available, the next one will be broadcasted right away, but the position will be 'recovered' so to have a regular reservation in a longer period
- Optimization: instead of a simple rotation, this one allows length uniformity of several breaks, and all breaks are going to have approximately the same length
- Manual: you will have to insert manually on specific positions and control all rules

ETERE offers the opportunity to “simulate” a program to control the effect, caused by inserting a new Commercial on the commercial schedule. You can choose if you wish to confirm it or you wish to request a better rotation, also ETERE allows you to set a 'reservation' to be confirmed.

With ETERE you can slide entire schedule blocks (programs, promos, commercial breaks and billboards included) with the simplest drag & drop to another schedule block of the same day or any other day. Confirmed modifications and control of distributed Commercials in a commercial break became simple operations. Commercials can be added, cancelled or deleted in any moment. Modifications directly update the schedule of ETERE Main.

You can view in any commercial break:

- Foreseen and real length
- Commercials' details
- Day on which the Commercial had been scheduled
- Time at which the Commercial had been scheduled
- Position of a Commercial inside the schedule block
- Clients' details
- Product code's details
- Price

Another innovation in **ETERE Traffic** is the fact that reserving a commercial space doesn't depend on broadcasted Commercials, and this makes much easier to plan for a longer period, in spite of the number and the type of scheduled Commercials.

The connection with ETERE Automation makes possible to view breaks' “prime time” in low-resolution on your PC.

Useful data for prints can be personalized. Search, allow you to create and save your best search algorithms that can be created using a powerful engine called “**ETERE Query Manager**”.

**ETERE Traffic** thanks to these innovative features is practically perfect but not only for the commercial planning of a single station, but for entire networks and commercial agencies of any dimension.



**ETERE**  
 P.O.Box 129  
 62029 Tolentino Italy

info@etere.com  
 www.etere.com  
 Tel. +39 0733 9564  
 Fax +39 0733 956335