

Etere
a consistent system

AIR SALES:

A Detailed Comparison between
Standard and Lite Editions

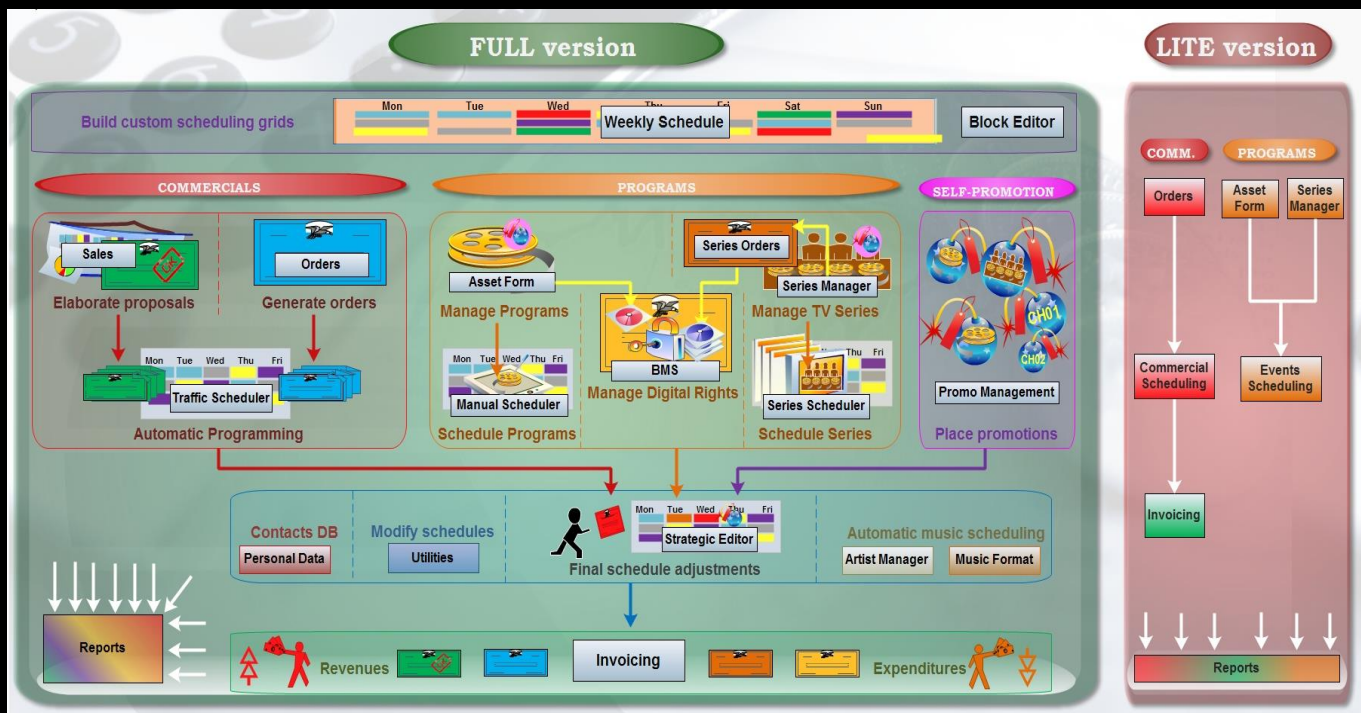
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▼ INTRODUCTION

Etere Air Sales is the software solution that allows broadcast stations to automate the functions of their traffic department, it's a traffic system able to generate on-air schedules of events to be aired and controls the sales/contract management and billing of air time, stores program formats, and provides management for the placement of commercials and promotional materials within the scheduled on-air programs.

Etere Air Sales also offers a dedicated module for planning the commercial activity and long-term scheduling. This versatile and efficient commercial scheduling tool ensures that commercial orders are generated and managed professionally and efficiently maximizing productivity and air time planning. Etere Air Sales is made up of various strategic modules, just as illustrated in the figure below:



Etere Air Sales Lite is a solution specially thought for commercial scheduling, but its versatile characteristics make of it a suitable solution also for scheduling any type of program which runs several times in a long period. Etere Air Sales Lite is nothing but a reduced version of Etere Air Sales, a condensed set of modules capable enough of handling the most important operations of a traffic department.

▼ COMPARISON

The following comparison table provides an overall summary of the major differences between the two editions of Etere Air Sales:

KEY FEATURES	FULL version	LITE version
MANAGEMENT features		
Centralized management of an assets repository	●	●
Customers personal data management	●	●
Specific roles for customers, suppliers, agencies and salesmen	●	●
Set of permissions and restrictions for specific functions	●	●
Management of sales proposals	●	
Monthly budgets for monitoring revenues and expenses	●	
Credit agreements for limiting proposals issuance	●	
Support of both, pre-paid and post-paid orders	●	●
Passage of an approval workflow for all proposals	●	
Direct entry and management of orders for commercials	●	●
Possibility of assigning the same asset to different orders or details	●	
Possibility of collecting orders payments in installments	●	●
Automatic calculation of order's amounts based on price lists	●	
Complete logs for all operations performed for orders	●	●
Dedicated module for the management of TV series	●	●
Entry and management of orders for TV series	●	
PLACEMENT features		
Traffic playlist based on a pre-configured scheduling grid	●	
Rules for scheduling at fixed-times, using rotation tables and priorities	●	●
Advanced rules for scheduling optimized and top/bottom events	●	

Use of black lists for deleted and unplaced events	●	
Split networks for regional ads insertion	●	
Possibility of using different scheduling levels (alternative schedules)	●	
Separate module for scheduling programs	●	●
Possibility of placing TV series over long-term periods	●	●
Placement and monitoring of station's promos	●	
Rotating placement/replacement of commercial orders and events	●	
Possibility of filling up remaining spaces in the schedule	●	●
Scheduling controls for runs number, product codes and intervals	●	●
Scheduling controls for broadcast rights and parental guidance	●	
Automatic scheduling engine for commercial orders	●	
Graphical module for real-time schedule adjustments	●	
Special music formats for an automated music scheduling	●	
Errors detection tool for traffic schedules	●	
Drag and drop insertion of top-ups for free supplementary scheduling	●	
Possibility of placing spots for make goods	●	●
BILLING features		
Manual and automatic generation of invoices	●	●
Generation and settlement of payment deadlines	●	●
Issuance of eventual credit notes	●	●
Supported charges (commissions, dubbing, production, discounts)	●	●
Calculation, settlement and monitoring of salesmen commissions	●	●
Single and multiple invoices printing	●	●
Customer's credit agreements monitoring	●	●
Simplified module for settling payments	●	●
Transactions recorded and viewed based on a book of prime entry	●	●

Ledger cards based on a user-defined chart of accounts	●	●
Either common or separate accounting for different stations	●	●
Turnover consultation for specific customers/suppliers	●	●
Journal Entries reports including Sales VAT Register, VAT Return, etc	●	●
REPORTING features		
Reporting service with more than 60 traffic specific reports	●	●
Specialized reports for monitoring revenues and inventory	●	●
Capability of fully customizing reports	●	●
INTEGRATION features		
Import/export of traffic structures	●	
Import/export of sales proposals	●	
Import/export of commercial events	●	●
Integration for automation systems	●	●

Etere is an international leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses. With more than 25 years of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions. Etere is the only company worldwide that can offer you a solution to all your media needs in one single package.

Etere is the only solution 100% workflow based for all broadcast and media environments. It's a common framework where there is real-time sharing of all the data among several applications to manage all media business requirements. The workflow approach allows a fully customized design with edge performances.

Etere guarantees the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, VPN and VoIP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

**ETERE PTE LTD**

Address Etere pte ltd 140, PAYA LEBAR ROAD, #06-16
Singapore 409015

Headquarters office@etere.com

Sales marketing@etere.com

Website www.etere.com

Skype etere.etere