

USER GUIDE

Etere
a consistent system

IMPARJA:

Assets Management for
Commercial Orders

 **Imparja**

November 2011



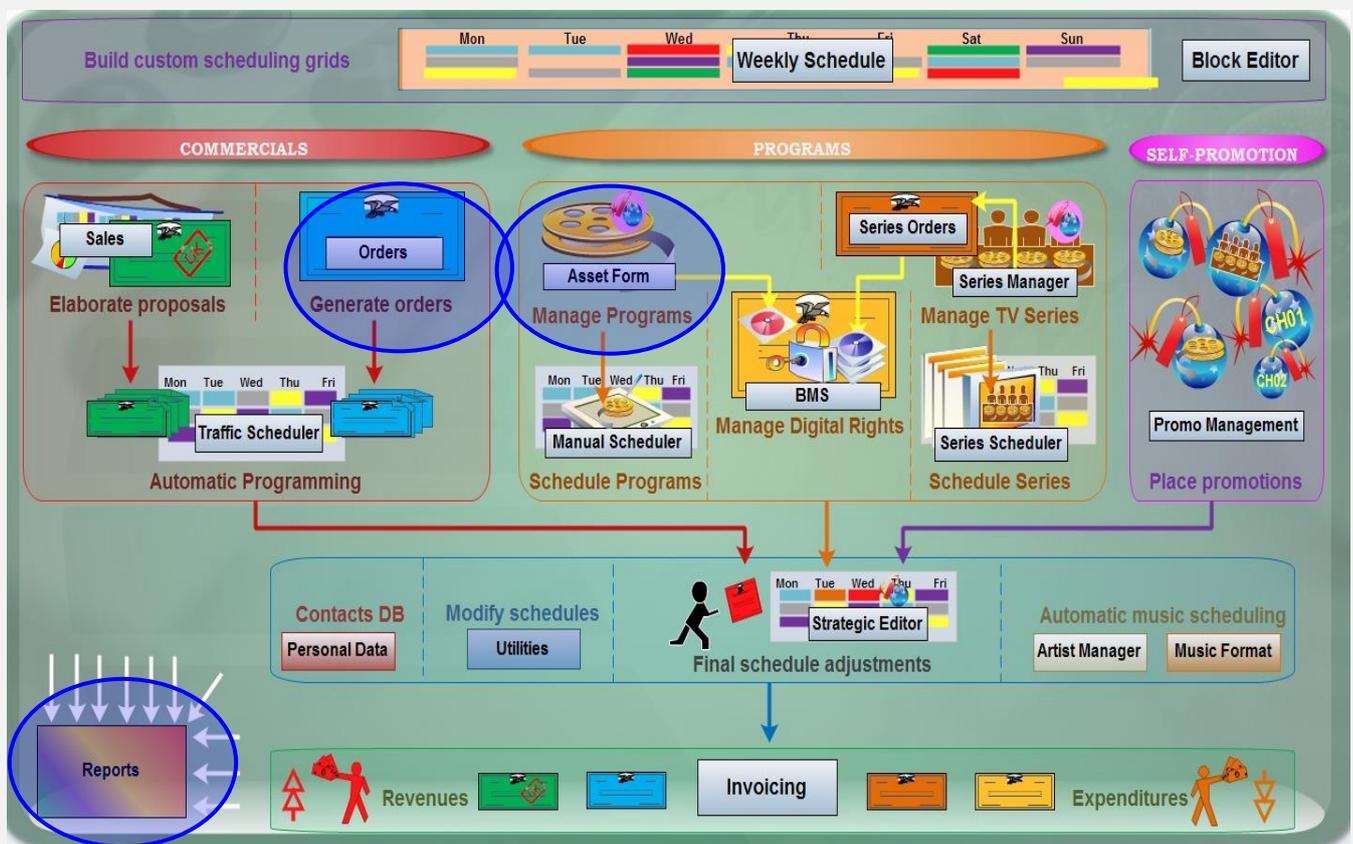
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1. INTRODUCTION

Etere Air Sales is the most complete and versatile solution in the broadcast and media market for traffic planning and invoicing, this software solution brings companies with the all the capabilities required to manage multiple networks from a single system.

Etere Air Sales allows automating the functions of the Traffic department programming commercial on-air schedules and controlling their contract management, just as shown in the figure below (functions treated in this paper have been highlighted with a blue circle):



Etere Air Sales counts with **Orders** as the module on charge of entering and planning commercial contracts, providing for this purpose key functions such as an easy contract generation, support of pre and post paid contracts, automatic calculation of taxes, commissions and discounts, booking of commercial space, and a accurate assets assignment.

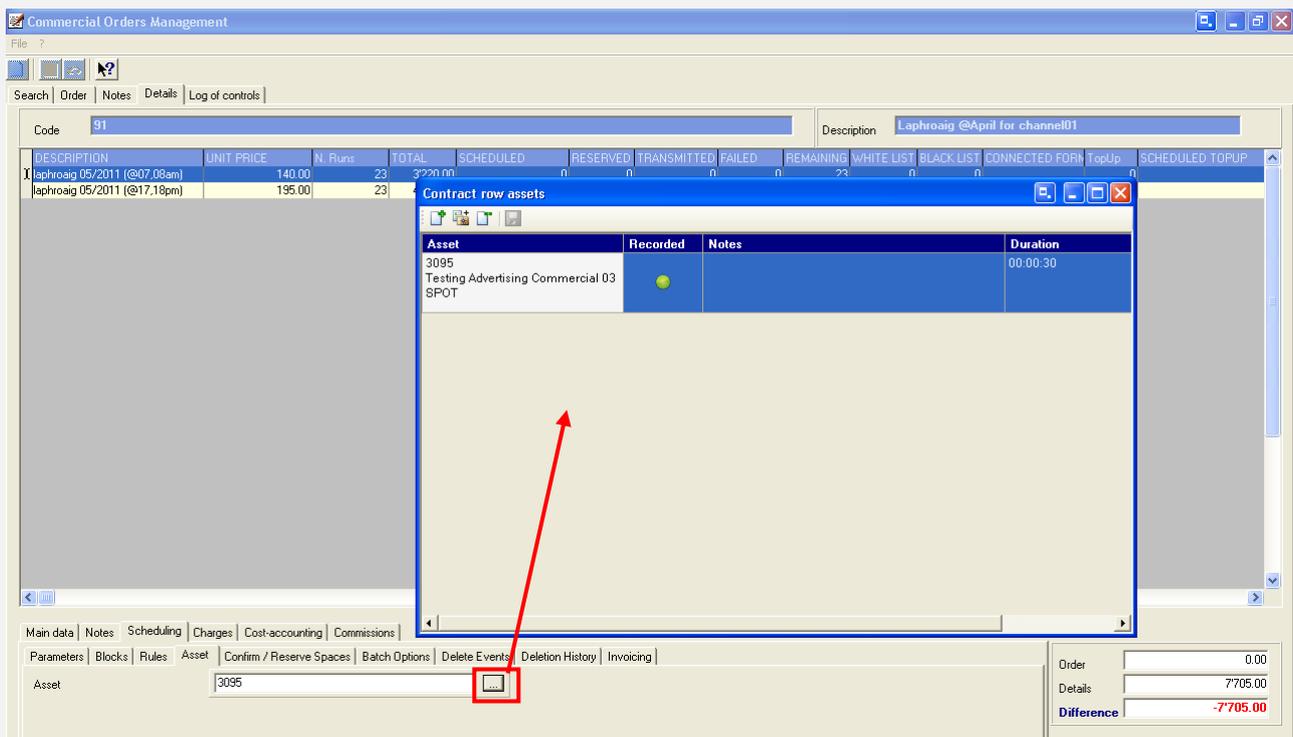
This paper is aimed to describe how **assets** involved within commercial orders are managed from their creation to their assignment, including various monitoring features for pointing out 'missing assets', 'unrecorded assets', etc.

2. HOW TO

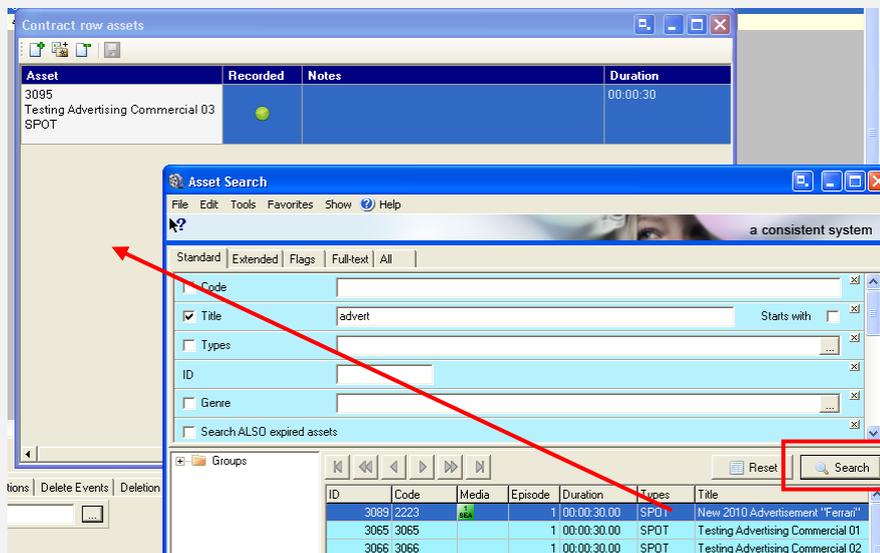
This chapter has been written to provide traffic operators with guidelines required for a correct and efficient management of assets during the planning of commercial orders; between the most relevant operations related to the commercial assets management and monitoring the following will be treated on this chapter:

2.1 How to assign an asset to a contract detail

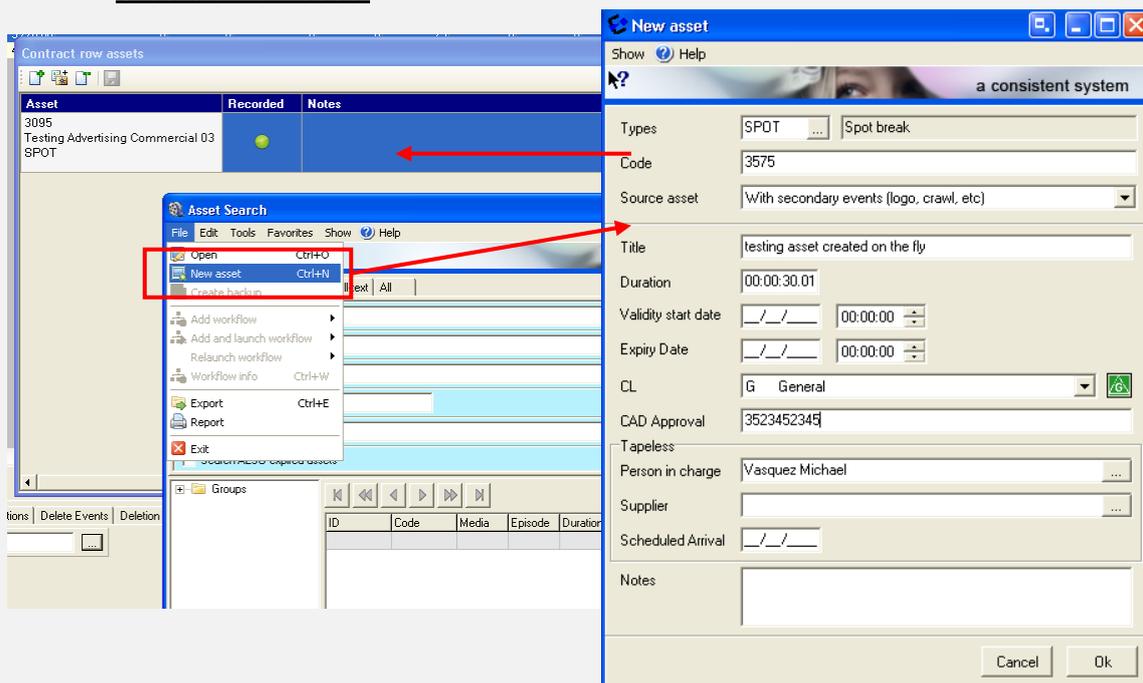
Assets can be easily assigned to orders on compilation time under the Details >>> Scheduling >> Asset section, by pressing the [...] button it will be possible to:



-  **Add:** It permits to search for an asset across the Etere database and select one to be linked to the current contract line, the operator will be allowed to:
 - Search for an existing asset:



- Create a new asset:

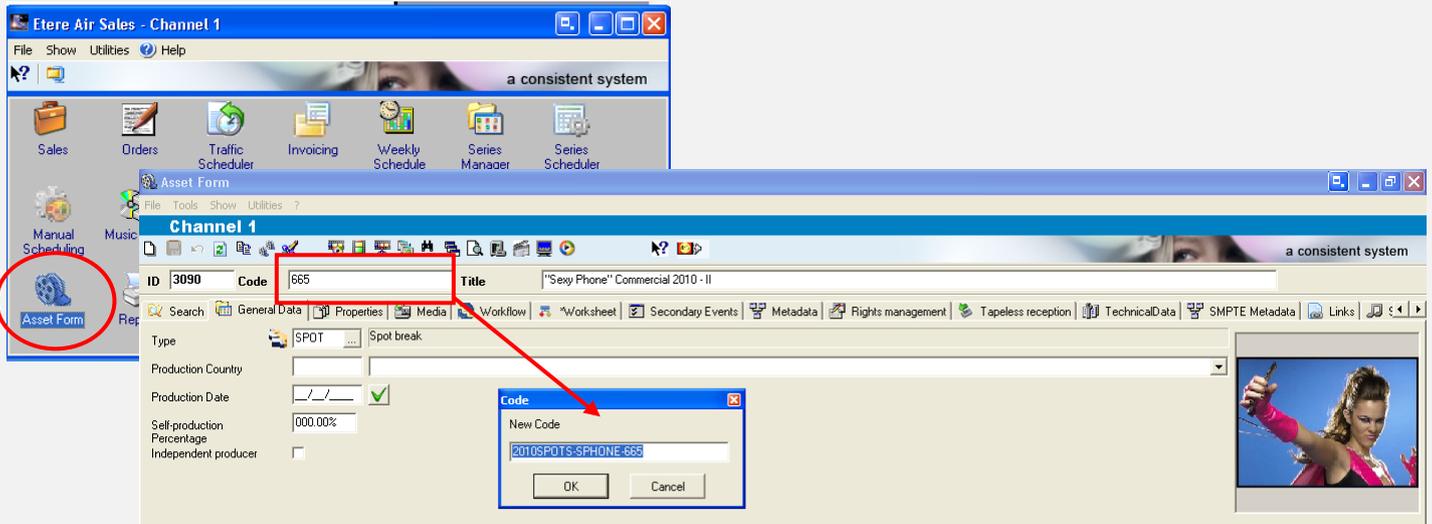


- **Add from customer used assets:** It allows to link to the current contract line an asset already used in other contracts of the same customer,
- **Delete:** Use it to remove the selected asset from the asset list.

Alternatively to this method, it is possible to assign assets to orders after their compilation as explained in the **2.4.3 Assigning assets** chapter.

2.2 How to change the code of an asset form

Changing the code of a certain asset is an easy task, it is enough to open the Asset Form module, search for the asset and make double-click on the old code to replace it with a new one, just as shown in the following figure:



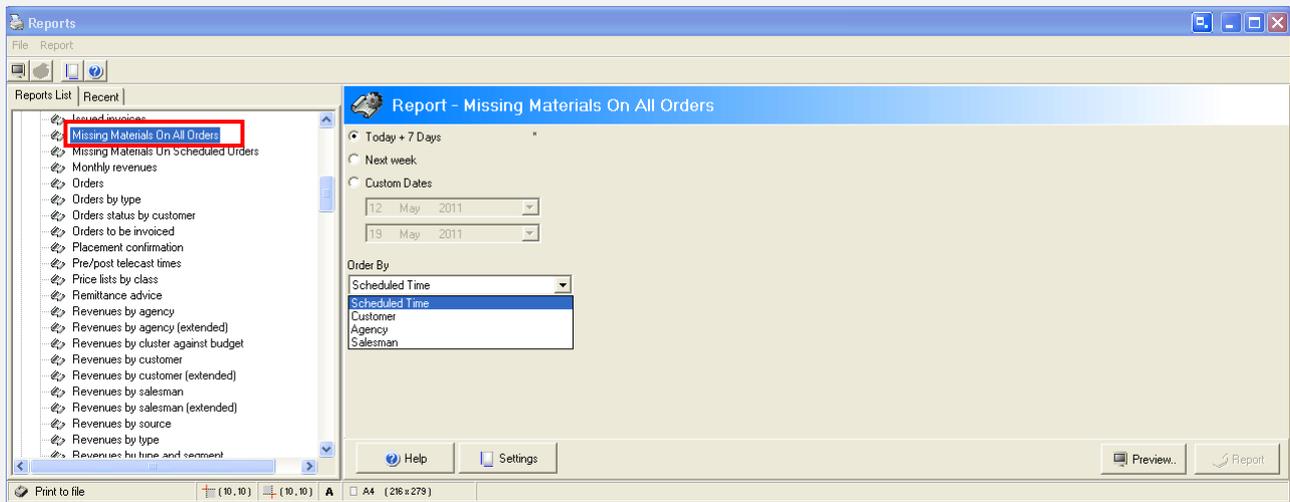
Once the new code is entered, press the [Ok] button and then [Save] the asset form; the new code will be updated across the entire system.

2.3 How to check for missing assets on orders

This monitoring task can be easily performed by accessing the **Reports** module and using any of the two following reports depending on the scheduling status of the orders intended to be monitored:

2.3.1 Missing Materials on All Orders

The **Missing Materials on All Orders** report permits to generate a document containing a list of all those order details, either scheduled or not, which have still not been associated to an asset. Events included in the report can be grouped by duration and dates; different dates will result in different lines.



Among the filters that permit a custom generation of the report the following parameters are explained:

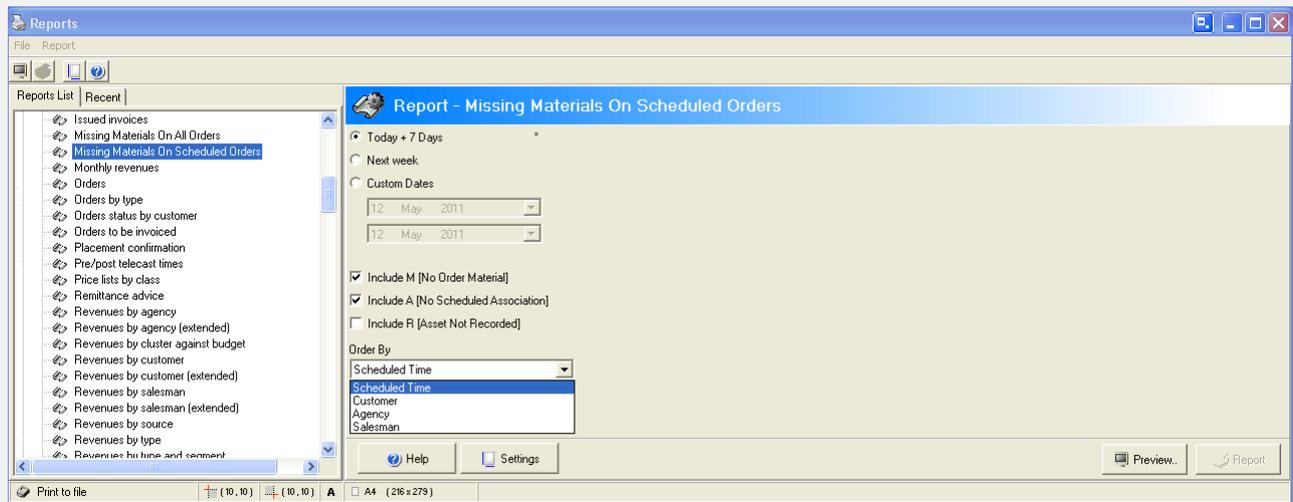
- **Period:** Indicate the period from which missing assets will be retrieved, it is possible to select:
 - Today plus the next seven days,
 - Next week,
 - Custom dates.
- **Order by:** Indicate the field to be used as sorting criteria; available fields are 'scheduled time', 'customer', 'agency' and 'salesman'.

Once all filters have been selected, press the [Preview] button to generate the report:

Channel 1								*Missing Material aLL
*Missing Material aLL								
From	01/06/2010							
To	31/07/2010							
*Customer	*Salesman	Agency	Description	Date	Time	Duration	Asset	
RazorTV	Vasquez	Devil's Agency	2010-I spot	26/06/2010	05:30:15	00:00:30		
Bee-Beer Drinks	Vasquez	Devil's Agency	A "lunch time" place holder for Bee Beer*	01/07/2010	12:00:14	00:00:30		
Bee-Beer Drinks	Vasquez	Devil's Agency	A "prime time" place holder for Bee Beer*	01/07/2010	22:00:15	00:00:30		
Devil's Agency	Vasquez	Devil's Agency	A "prime time" place holder for KillerCigarettes	12/07/2010	19:00:00	00:00:30		
Beltz TV	Vasquez	Devil's Agency	Sexy Cellphone 2010-II	15/07/2010	07:00:15	00:00:20		
Bee-Beer Drinks	Vasquez	Devil's Agency	Bee-Beer 2010 (NEWS SEGMENTS)	20/07/2010	06:00:14	00:00:30		
Bee-Beer Drinks	Vasquez	Devil's Agency	FILLER for Bee-Beer 2010 (on NEWS)	21/07/2010	13:00:15	00:00:30		
Devil's Agency	Vasquez	Devil's Agency	FILLER "prime time" for KillerCigarettes*	21/07/2010	13:10:14	00:00:30		
S-Phones Technologies Co.	Vasquez	Devil's Agency	TRACKING line 01 at prime time	22/07/2010	19:00:15	00:00:30		
S-Phones Technologies Co.	Vasquez	Devil's Agency	TRACKING line 04 at 2,3,4,5 (scheduled but not pa)	23/07/2010	02:00:14	00:00:30		

2.3.2 Missing Materials on Scheduled Orders

The **Missing Materials on Scheduled Orders** report allows to produce a document detailing a list of all those order details scheduled to go on-air on a certain period which either have still not been associated to an asset, have still not been scheduled, or its associated asset has still not been recorded.



Among the filters that permit a custom generation of the report the following parameters are explained:

- **Period:** Indicate the period from which missing assets will be retrieved, it is possible to select:
 - Today plus the next seven days,
 - Next week,
 - Custom dates.
- **Include...** : Select at least one status that will be checked in order to generate the report, only those order details meeting this criteria will be retrieved:
 - Include M: It will retrieve all those order details which have still not been associated to an asset,
 - Include A: It will retrieve all those order details which have still not been scheduled,
 - Include R: It will retrieve all those order details which associated asset has still not been recorded.
- **Order by:** Indicate the field to be used as sorting criteria; available fields are 'scheduled time', 'customer', 'agency' and 'salesman'.

Once all filters have been selected, press the [Preview] button to generate the report:

*Missing Material List

***Missing Material List**

From 01/06/2010
To 31/07/2010

*Customer	*Salesman	Agency	Description	Date	Time	Duration	State	Asset
RazorTV	Vasquez	Devil's Agency	2010-I spot	26/06/2010	05:30:15	00:00:30	M	
Bee-Beer Drinks	Vasquez	Devil's Agency	A "lunch time" place holder for Bee Beer*	01/07/2010	12:00:14	00:00:30	M	
Bee-Beer Drinks	Vasquez	Devil's Agency	A "prime time" place holder for Bee Beer*	01/07/2010	22:00:15	00:00:30	M	
Devil's Agency	Vasquez	Devil's Agency	A "prime time" place holder for Killer Cigarettes	12/07/2010	19:00:00	00:00:30	A	
BeltzTV	Vasquez	Devil's Agency	Sexy Cellphone 2010-II	15/07/2010	07:00:15	00:00:20	A	
Bee-Beer Drinks	Vasquez	Devil's Agency	Bee-Beer 2010 (NEWS SEGMENTS)	20/07/2010	06:00:14	00:00:30	A	
Bee-Beer Drinks	Vasquez	Devil's Agency	FILLER for Bee-Beer 2010 (on NEWS)	21/07/2010	13:00:15	00:00:30	A	
Devil's Agency	Vasquez	Devil's Agency	FILLER "prime time" for Killer Cigarettes*	21/07/2010	13:10:14	00:00:30	M	
S-Phones Technologies Co.	Vasquez	Devil's Agency	TRACKING line 01 at prime time	22/07/2010	19:00:15	00:00:30	A	
S-Phones Technologies Co.	Vasquez	Devil's Agency	TRACKING line 04 at 2,3,4,5 (scheduled but not pa)	23/07/2010	02:00:14	00:00:30	M	

*M = No Contract Material, A = No Schedule Association, R = Asset Not Recorded

2.4 How to check for orders without linked assets or linked to unrecorded assets

The **Assign Asset** module, present in the main **Etere Air Sales** menu allows traffic operators to easily monitor and also link assets to commercials matching a custom set of criteria, among the wide range of possibilities that this module provides, the following can be mentioned:

2.4.1 Display unrecorded assets

Enabling the 'Only unrecorded assets' parameter there will be listed all the contracts linked to assets which are not yet recorded for the given period:

Assign asset to already scheduled orders

Search options:
 All
 All orders without linked assets
 All orders with a single linked asset
 All orders with multiple linked assets
 All orders with linked assets but not associated in the schedule

Filter:
 Start Date: 01/01/2011 End date: 01/05/2011
 Proposal code: Customer:
 Spot code:
 Include filler events in the list Check the correct asset association

Options:
 Completely scheduled
 Partially scheduled
 To be scheduled
 All

List of details									List of assets linked to the detail				
Order	Description	Customer	Details	Priority	Duration	Date range	ID	Spot co	Code	Description	Duration	Recorded	Notes
62	Bee-Beer - Jan/2011	Bee-Beer Drinks	FILL Bee-Beer january2011	500	00:00:30	03/01/2011 - 17/01/2011	171	FILL	Promo-02	"Bee Beer" 2010 (Jan-Apr)	00:00:00	●	
63	Bee-Beer - Feb/2011	Bee-Beer Drinks	FILL Bee-Beer january2011	500	00:00:30	03/01/2011 - 17/01/2011	174	FILL					
64	SPhone - Jan2011	S-Phones Technologies Co.	b	500	00:00:30	03/01/2011 - 17/01/2011	178						
64	SPhone - Jan2011	S-Phones Technologies Co.	c	500	00:00:30	03/01/2011 - 17/01/2011	179						
64	SPhone - Jan2011	S-Phones Technologies Co.	aaaaa	500	00:00:30	03/01/2011 - 10/01/2011	305						
64	SPhone - Jan2011	S-Phones Technologies Co.	11111	500	00:00:30	03/01/2011 - 10/01/2011	306						
64	SPhone - Jan2011	S-Phones Technologies Co.	22222	500	00:00:30	03/01/2011 - 10/01/2011	307						

Once the [Search] button located in the upper left is pressed, all contract details linked to an unrecorded asset will be listed, by making click on a certain asset it will be possible to see the related asset (which will be displayed with a **red balloon** that indicates its unrecorded status).

2.4.2 Display orders without linked assets

Enabling the 'All orders without linked assets' parameter there will be listed all the contracts which have not yet linked to an asset for the given period:

List of details									List of assets linked to the detail				
Order	Description	Customer	Details	Priority	Duration	Date range	ID	Spot code	Code	Description	Duration	Recorded	Notes
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (copied line without asset)	500	00:00:30	07/03/2011 - 31/03/2011	326	STAND					
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (copied with ONE asset)	500	00:00:30	07/03/2011 - 31/03/2011	327	STAND					
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (test - fixed times)	500	00:00:30	07/03/2011 - 31/03/2011	328	STAND					
73	february2011 - testing	S-Phones Technologies Co.	TEST	500	00:00:30	25/04/2011 - 25/04/2011	337						

Once the [Search] button is pressed, all contract details without assets will be listed, and their list of linked assets will be –obviously- empty.

2.4.3 Assigning assets

Making click on a certain retrieved order detail, it will be possible to select between the following three methods for assigning assets:

List of details									List of assets linked to the detail				
Order	Description	Customer	Details	Priority	Duration	Date range	ID	Spot code	Code	Description	Duration	Recorded	Notes
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (copied line without asset)	500	00:00:30	07/03/2011 - 31/03/2011	326	STAND					
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (copied with ONE asset)	500	00:00:30	07/03/2011 - 31/03/2011	327	STAND					
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (test - fixed times)	500	00:00:30	07/03/2011 - 31/03/2011	328	STAND					

- **Asset rotation by detail:** Use it to use the **Asset Change** module for assigning assets linked to the order detail in rotational basis. The pool-of-assets will be initially composed by those assets already linked to the current contract detail; however, it will be possible to freely Add/Remove other assets (that will be subsequently added to the detail's linked assets).

- Asset rotation by order: Use it to use the **Asset Change** module for assigning assets linked to the entire order (i.e. also from other details of the same order) in rotational basis. The pool-of-assets will be initially composed by those assets already linked to the various details which make the entire contract; however, it will be possible to freely Add/Remove other assets (that will be subsequently added to the order's linked assets).
- Assigned assets management: Use it to associate (or disassociate) one or more assets to the selected detail(s), being possible to quickly add assets formerly used on other orders for the current customer.

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.asia

Sales marketing@etere.com

Website www.etere.com

Skype etere.etere