

PROJECT

Etere
a consistent system

9TV:

An Enterprise Air Sales System



March 2015

NETWORK NEWS



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▼ 1. INTRODUCTION

9TV is a major commercial television network in the Philippines, owned by **Nine Media Corporation**, it's is the replacement of the Solar News Channel. **9TV** broadcasts 18 hours daily from 6:00 AM to 12:00 MN on free TV, while 24 hours a day on cable and satellite TV providers and thru live streaming.

Its flagship television station is **DZKB-TV Channel 9** in Mega Manila and other regional originating and relay stations in the Philippines. Most of its live programming of the network are produced in their own studios.

At present, **Etere** has a strong relationship with **9TV** based on years of management and payout of its channels, a choice that has always granted **9TV** to achieve best efficiency while meeting audience's quality expectations.

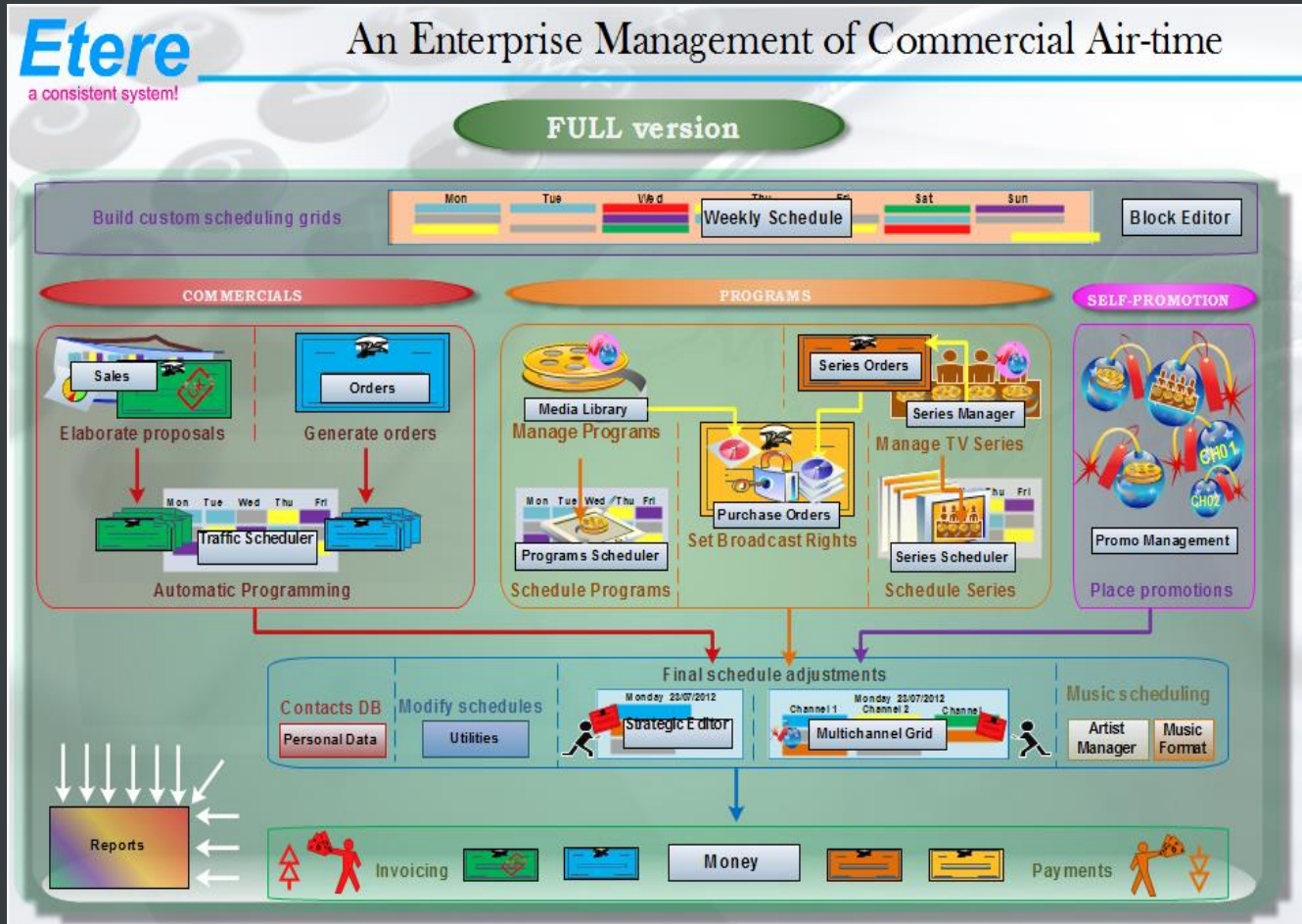
9TV has requested a consistent solution able to comprehensively manage the entire commercial management process of the station, making special focus on the features below:

- **Sales proposals** (creation of scheduling proposals subjected to customers approval)
- **Playlists scheduling** (automatic placement of spots based on contracts)
- **Contracts invoicing** (manual and automatic billing of contracts)
- **Transmission reporting** (generation of reliable and consistent reports)

This paper is intended to provide technical information on the **Air Sales system** to be implemented in **9TV** for the management of its commercial operations, from initial proposals and scheduling to final invoices and reporting.

▼ 2. SOLUTION

The core of the proposed solution is **Etere Air Sales**, a complete, modular and scalable traffic system for the management of the planning and commercial processes of a broadcaster. From planning to playout, it provides specialist application modules to manage sales, planning, presentation, scheduling and invoicing of commercial contents.

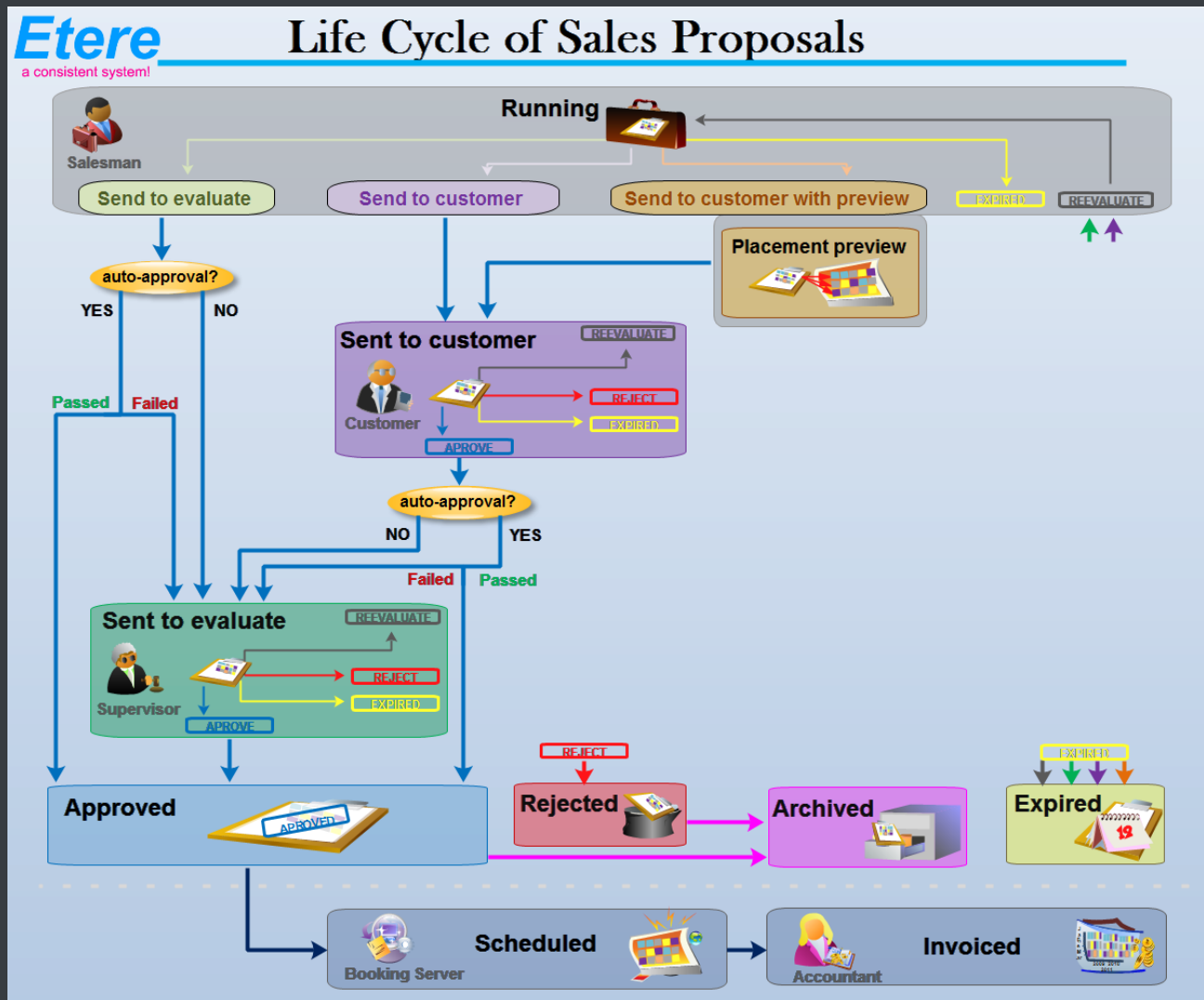


In this chapter will be detailed the features and functioning of the modules that compose the **Air Sales robust suite**, including:

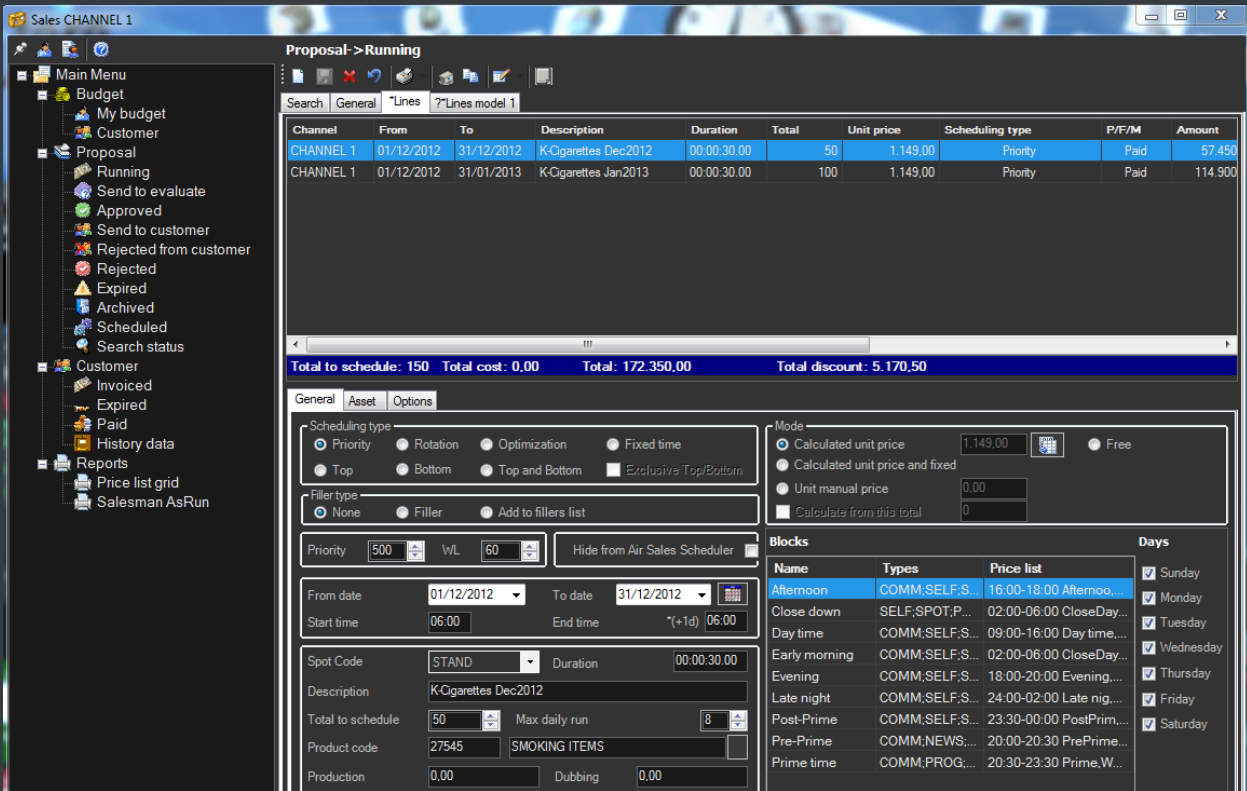
- Sales
- Scheduling
- Invoicing
- Reporting

▼ 2.1. Sales

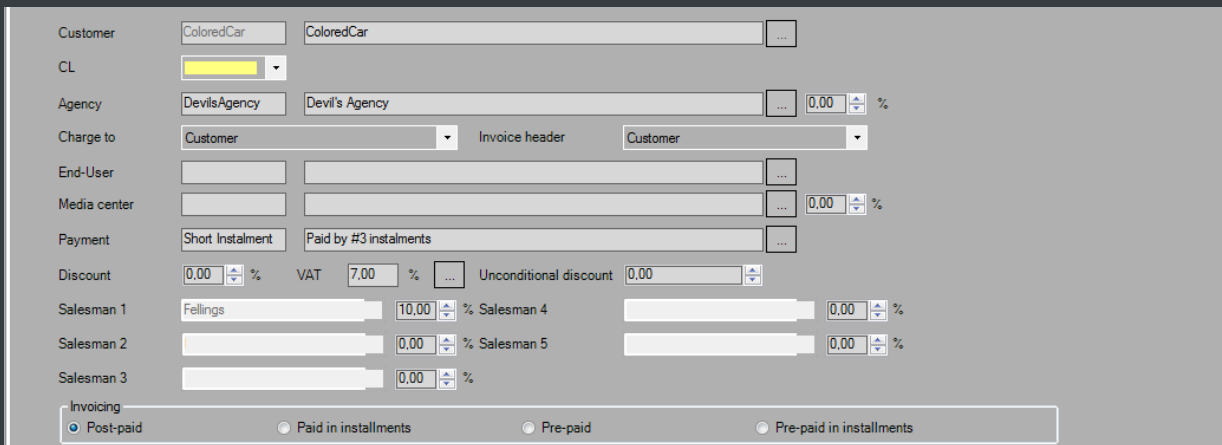
The **Sales** module allows elaborating proposals that includes **multiple product details** which can be made up by multiple assets (e.g. for different channels or periods), allowing supervisors to manage the scheduled proposals through the following approval process:



A customer-tailored elaboration of Sales proposals is possible thanks to the use of flexible schedule grids improved with key booking features such as an automatic pricing based on day parts (e.g.: breakfast, lunch, dinner and late-night) and a powerful spot placement based on key scheduling criteria (i.e.: top, bottom, priority, rotation or optimization).



As shown below, proposals have the following characteristics:



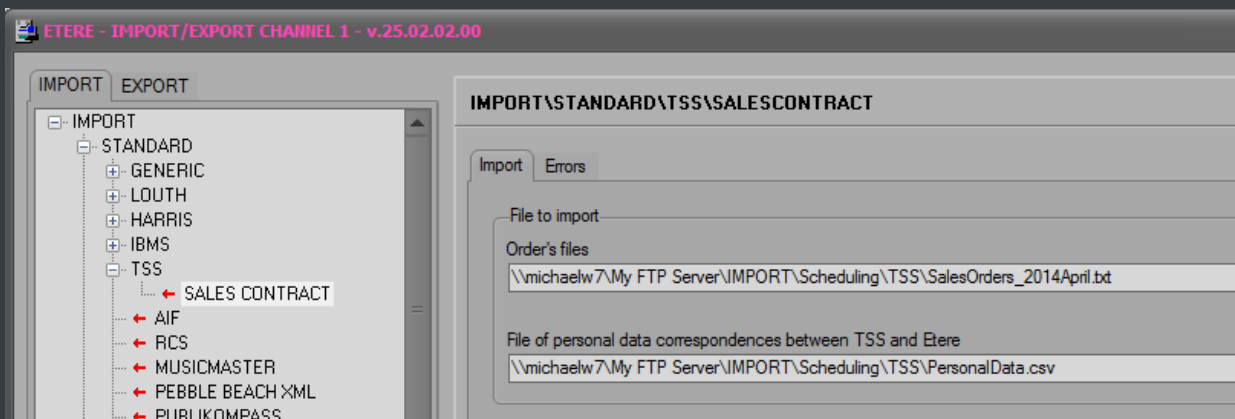
- All **invoicing data** is included in the proposal as the price
- They include **commissions** of salesmen related to specific customers/agencies
- They support late and early **payments** as well as installments
- A **signature field** can be implemented in future versions

Other features related to the materials associated to a proposal include:

List of order lines												List of assets linked to the order line				
Status	Order	Description	Customer	Details	Priority	Duration	Period	ID	Spot code	Sch. Date	Sch. Time	Code	Description	Duration	Ingested	Notes
●	EMOC04	EC - Mar/Apr 2013	Emo Clothes	Emo Clothes - Apr/2012	500	00:00:30	01/04/2013 - 30/04/2013	622	STAND	17/04/2013	06:37:15	SPO70000003775	"EMO CLOTHES" New spring collection	00:00:30	●	
●	EMOC04	EC - Mar/Apr 2013	Emo Clothes	Emo Clothes - Apr/2012	500	00:00:30	01/04/2013 - 30/04/2013	622	STAND	17/04/2013	06:55:45	SPO70000003774	"EMO CLOTHES" New autumn collection	00:00:12	●	
●	CCARG0	Colored Cars 2012-2013	ColoredCar	CC Dec 2012	500	00:00:30	01/12/2012 - 31/12/2012	713	STAND	04/02/2013	06:01:02					
●	CCARS0	Colored Cars 2012-2013	ColoredCar	CC Jan 2012	500	00:00:30	01/01/2012 - 31/01/2012									
●	BEE10	Bee-Bee - Campaign Mar/Apr 2013	Bee-Bee Drinks	Bee-Bee spot Mar 2013	500	00:00:30	06/05/2013 - 31/05/2013									

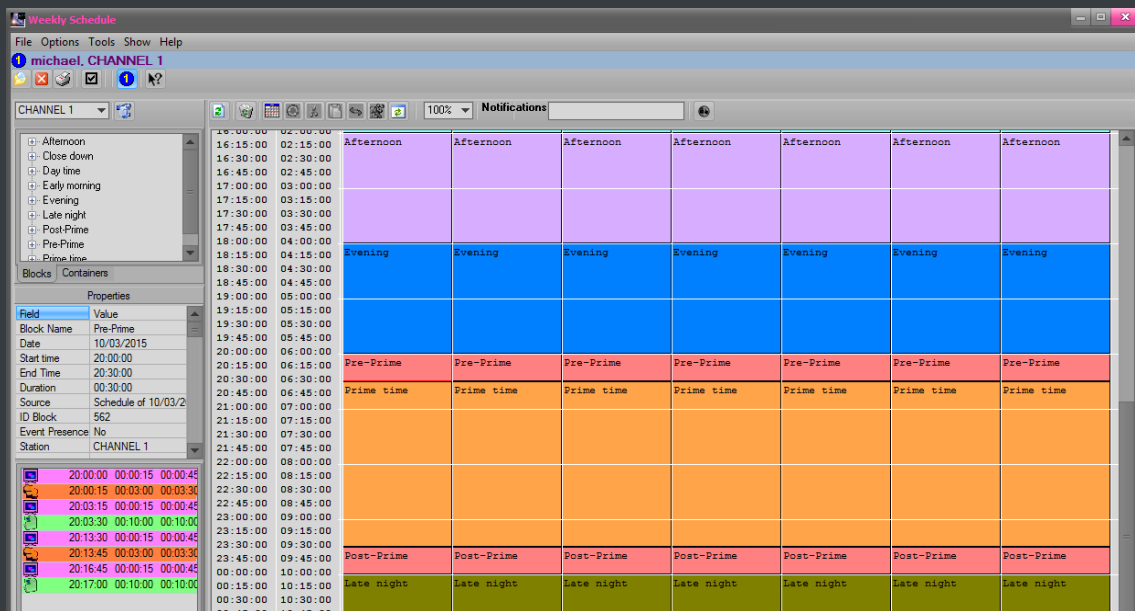
- Proposals can include **single-material** and **multi-material** advertisements
- **Missing** and **unrecorded** spots are highlighted in the proposal

Moreover, proposals can arrive directly to traffic/scheduling playlists if imported from an external source:

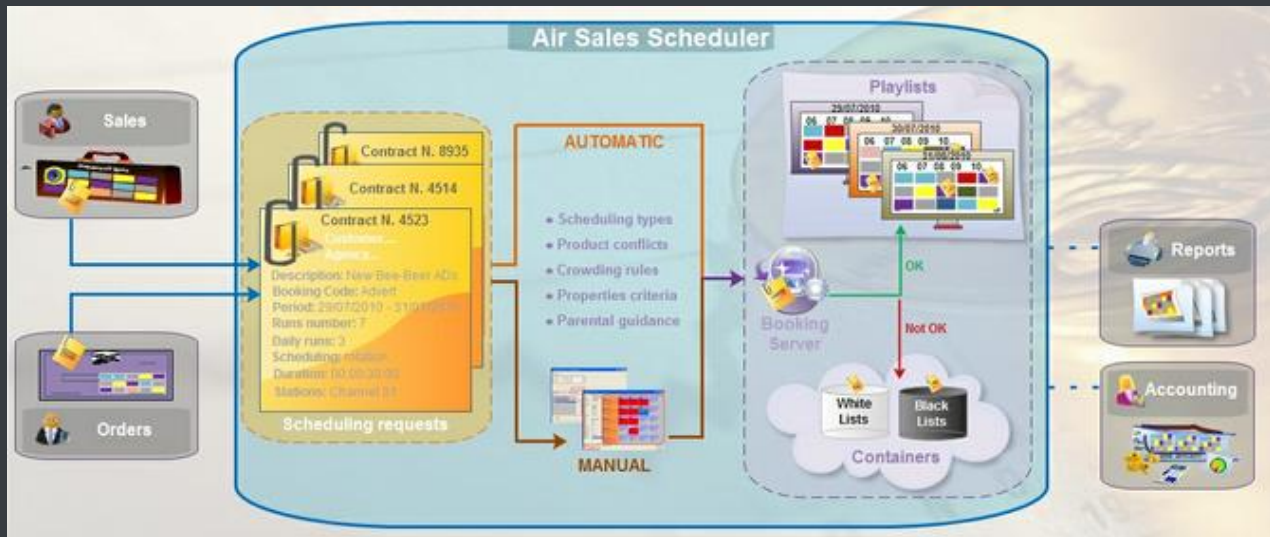


▼ 2.2. Scheduling

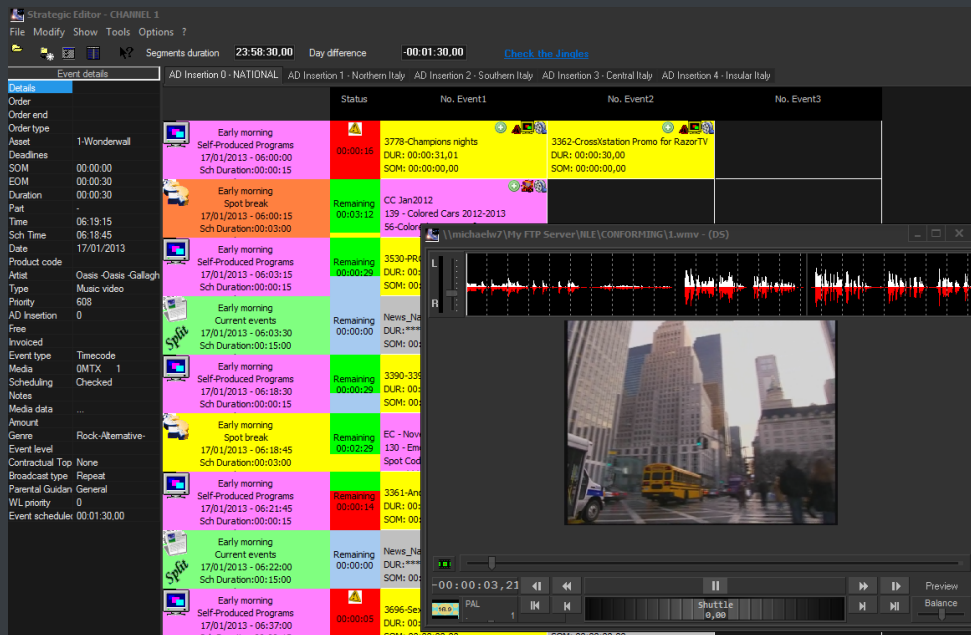
Weekly Schedule is the module that permits to build long-term and frame-accurate schedule grids that will define the traffic playlist, this schedule grid is formed by program blocks which at their time are formed by program segments defined by specific properties (i.e. time range, duration, program type, price list, etc.):



Scheduling is automatically performed by the **Air Sales Scheduler**, the dedicated air-time programming tool for contractual events that offers the maximum of accuracy and flexibility on placing events within commercial schedules, empowered with an intuitive interface that enables an easy scheduling management:



Manual scheduling modifications can be performed from the **Strategic Editor**, which provides high flexibility based on a schedule grid structure; it integrates schedules with the assets' database, ensuring a rock-solid scheduling where only valid events can be placed:



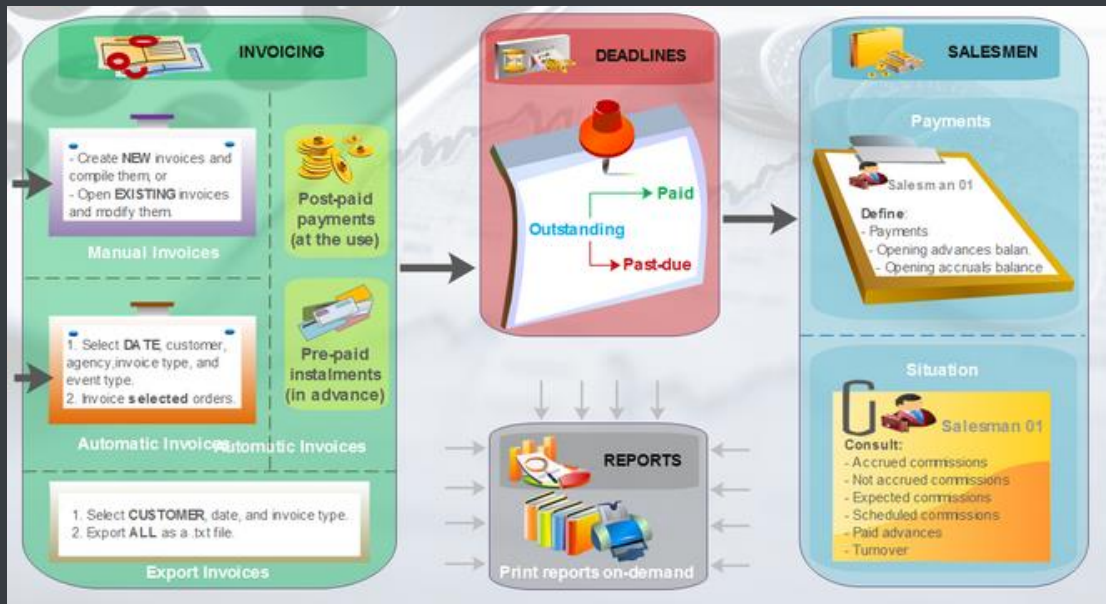
Last but not least, the **Multichannel Grid** is the comprehensive tool for an easier and faster management of schedules in real-time. It provides a common editor for all of your scheduling including automatic and flexible schedules changes, frame-accurate assets planning, intuitive event selections and automatic rights verification; thus allowing you to be sure that only valid events are scheduled before they are aired:

*Multichannel grid

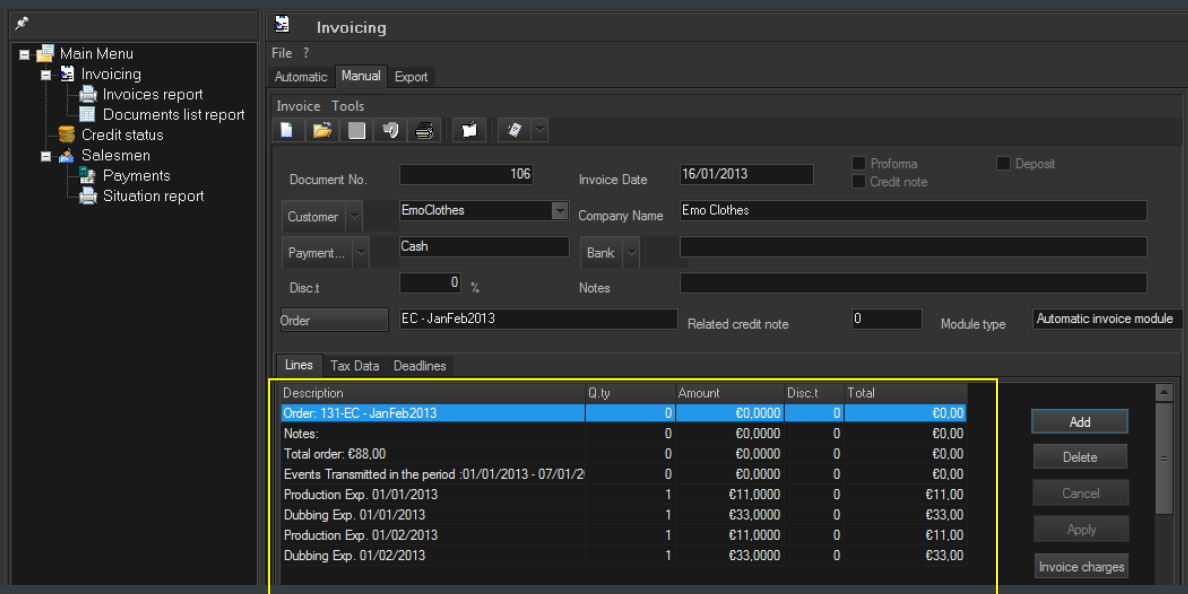
Tue 11/09/2012 CHANNEL 1				Tue 11/09/2012 CHANNEL 3			
06:00:00	00:00:45 / 00:00:15	SELF	06:00:00	06:00:00	PROMO EtereTV 2012 (brand promoti	06:00:00	
	00:03:30 / 00:00:30	SPOT	06:00:15	06:00:15	Jan2012 - KillerCigarettes (BL disable	06:00:15	06:00:15 Ferrari 150 spot
	00:00:45 / 00:00:20	SELF	06:03:15	06:03:15	2010-II spot	06:03:15	
	00:15:00 / 00:15:00	NEWS	06:03:30	06:03:30	National Live News Part 1/3	06:03:30	06:03:30 North Live News Part 1/3
	00:00:45 / 00:00:10	SELF	06:18:30	06:18:30	Sex and the City (3rd season) PROMC	06:18:30	
	00:03:30 / 00:00:40	SPOT	06:18:45	06:18:45	L-Morning	06:18:45	06:18:45 "Coloured Cars MR-47" new advertis
	00:00:45 / 00:00:20	SELF	06:21:45	06:21:45	3364_Promotion for Family Guy	06:21:45	
	00:15:00 / 00:15:00	NEWS	06:22:00	06:22:00	National Live News Part 2/3	06:22:00	06:22:00 North Live News Part 2/3
	00:00:45 / 00:00:20	SELF	06:37:00	06:37:00	3383_Promotion for Peanuts(1st-seas	06:37:00	
	00:03:30 / 00:00:11	SPOT	06:37:15	06:37:15	MayEvil - EMOClothes	06:37:15	06:37:15 "Bee-Beer" Advertising Campaign 20
	00:00:45 / 00:00:15	SELF	06:40:15	06:40:15	PROMO EtereTV 2012 (brand promoti	06:40:15	
	00:15:00 / 00:15:00	NEWS	06:40:30	06:40:30	National Live News Part 3/3	06:40:30	06:40:30 North Live News Part 3/3
	00:00:45 / 00:00:40	SELF	06:56:30	06:56:30	PROMO EtereTV 003	06:56:30	
	00:03:30 / 00:00:40	SPOT	06:56:45	06:56:45	L-Morning	06:56:45	06:56:45 2010 - New Laproaig spot
	00:00:45 / 00:00:22	SELF	06:58:45	06:58:45	PROMO EtereTV 004	06:58:45	
	00:15:00 / 00:15:00	PROG	06:59:00	06:59:00	Peanuts - No.0008 Part 1/2	06:59:00	06:59:00 Peanuts - No.0008 Part 1/2
	00:00:45 / 00:00:15	SELF	07:14:00	07:14:00	PROMO EtereTV - 2011 TV Series	07:14:00	
	00:03:30 / 00:00:30	SPOT	07:14:15	07:14:15	Jan2012 - KillerCigarettes (BL disable	07:14:15	07:14:15 ColoredCars 2011 fancy spot
	00:00:45 / 00:00:20	SELF	07:17:15	07:17:15	3368_Promotion for Deep trip on Frid	07:17:15	
	00:15:00 / 00:15:00	PROG	07:17:30	07:17:30	Peanuts - No.0008 Part 2/2	07:17:30	07:17:30 Peanuts - No.0008 Part 2/2
	00:00:45 / 00:00:00	SELF	07:32:30	07:32:30	3391_Generic Promotion for Patheti	07:32:30	
	00:03:30 / 00:00:30	SPOT	07:32:45	07:32:45	EmoClothes night	07:32:45	07:32:45 New Collection "EMO CLOTHES" 201
	00:00:45 / 00:00:00	SELF	07:36:45	07:36:45	3390_Cross Starlion Promotion for D	07:36:45	
	00:15:00 / 00:15:00	PROG	07:36:00	07:36:00	Italian Folktales - No.0008 Part 1/2	07:36:00	07:36:00 Italian Folktales - No.0008 Part 1/2
	00:00:45 / 00:00:20	SELF	07:51:00	07:51:00	3389_Promotion for Deep trip on Frid	07:51:00	
	00:03:30 / 00:00:30	SPOT	07:51:15	07:51:15	coloured cars spot-A	07:51:15	07:51:15 2011 TigerCar spot
	00:00:45 / 00:00:20	SELF	07:54:15	07:54:15	Peanuts - 2nd Season - Promo01_Pro	07:54:15	
	00:15:00 / 00:15:00	PROG	07:54:30	07:54:30	Italian Folktales - No.0008 Part 2/2	07:54:30	07:54:30 Italian Folktales - No.0008 Part 2/2

▼ 2.3. Invoicing

The invoicing process is the final -and most delicate- stage in the commercial broadcast chain, where all commercial events are reconciled with the accounting department:



At this stage, the **Invoicing** module, is the section dedicated to generate, settle and track invoices, it is tightly integrated with all Etere modules to permit a centralized management of invoices including a set of tools that permits operators to easily bill invoices and pay salesmen commissions in just few steps:



Money has a wide set of tools including the **Deadlines Management** module, which allows settling outstanding invoice deadlines (+) and credit note deadlines (-):

Etere allows invoicing **commercial orders** using two different **methods**:

Post-paid	Events will be paid at the use , that is, only scheduled/transmitted events will be invoiced.
Pre-paid	Events will be paid in advance , that is, all events will be invoiced without caring of their scheduling.

Invoicing information can be consulted through more than 60 commercial reports. E.g.:

1 Channel 1

***Invoiced by customer and order**

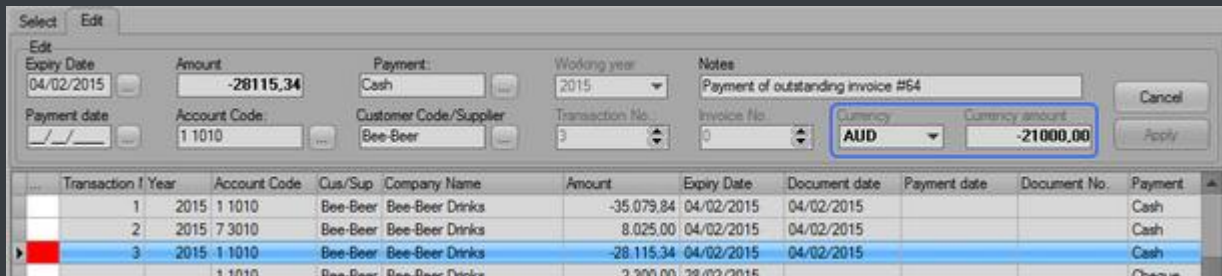
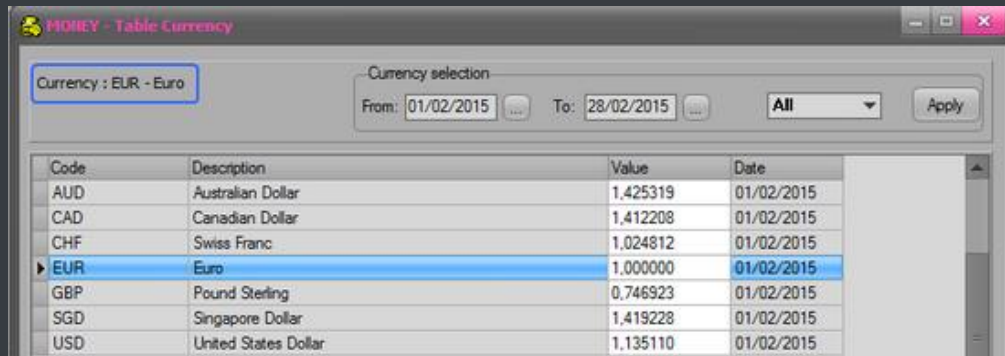
From 01/06/2010
To 01/10/2010
Customer S-Phones Technologies Co.
Order

Invoice Date	Number	Customer Code	Customer	Taxable income	VAT	Total
7/22/2010	10	Sexy Phones	S-Phones Technologies Co.	1800.00	0.00	1800
7/22/2010	11	Sexy Phones	S-Phones Technologies Co.	10800.00	0.00	10800
8/7/2010	13	Sexy Phones	S-Phones Technologies Co.	4500.00	225.00	4725
Total				16100.00	225.00	16350.00

Independently of whether the invoicing method is post-paid or pre-paid, events featuring the following status will be excluded from the invoicing process, although they are scheduled:

<u>Pending</u>	Events waiting for being reassigned to a different order line
<u>Wrongly scheduled</u>	Events transmitted on a program not expected by their order/proposal

Moreover, Etere allows using foreign currencies across transactions, deadlines and reports:



ETERE LICENSE
Account list: 1 1010 Bee-Beer Bee-Beer Drinks
Interval: 01/01/2015 - 31/12/2015 (Tel.: +15-5189722135) Page 1

Account Code	Description	Transacti No.	Trans actio Date	Document No.	Document Date	VAT Protoc No.	Journ Proto No.	Debits	Credits	Currency	Debits in currency	Credits in currency
1 1010	Bee- 1st customer is credited	1	04/02/2015		04/02/2015	0	0	0,00	5.261,97	AUD	0,00	7.500,00
								TOTAL	0,00	5.261,97	0,00	7.500,00
								BALANCE		5.261,97		-7.500,00

ETERE LICENSE
Account list: 1 1010 Bee-Beer Bee-Beer Drinks
Interval: 01/01/2015 - 31/12/2015 (Tel.: +15-5189722135) Page 1

Account Code	Description	Transacti No.	Trans actio Date	Document No.	Document Date	VAT Protoc No.	Journ Proto No.	Debits	Credits	Currency	Debits in currency	Credits in currency
1 1010	Bee- Payment of outstanding i	3	04/02/2015		04/02/2015	0	0	0,00	28.115,34	GBP	0,00	21.000,00
								TOTAL	0,00	28.115,34	0,00	21.000,00
								BALANCE		-28.115,34		-21.000,00

Airing Certification Report [Window Title Bar]

File Show Help

1 michael, CHANNEL 1

Options

All except pending Only not yet invoiced except pending Only pending

Customer: Bee-Beer Bee-Beer Drinks

Order: BEE10 Bee-Beer - Campaign May/June 2013

Types: [Dropdown]

Start Date: 01/05/2013 End Date: 30/06/2013

Module: Solar

Prepared by: John Smith

Noted by: Albert Saitre

Print date: 10/09/2013

Asset desc. Length: 25

Order desc. Length: 15

Print file

Print footer in the document

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.



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