

Broadcast Master™

Plan Master™

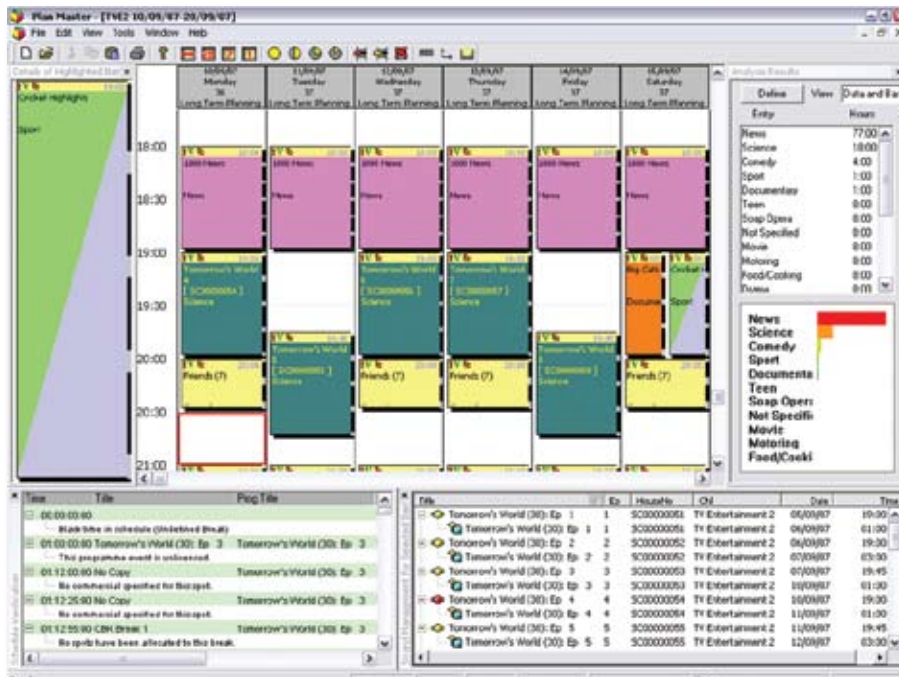


Broadcast Master™ is Harris Corporation's scalable sales and scheduling system designed for growing, independent television and radio operations. Its modular architecture allows users to add components as needs dictate, delivering a cost-effective approach to improving productivity and managing the growth of operations.

Plan Master™ is the Broadcast Master module for long-term schedule planning. Outline schedules can be easily created for a whole season, with tools to quickly insert series, repeats, ideas and so on. The graphical, grid-style presentation enables users to visually schedule and review plans, with color, cell resizing and highly flexible configuration.

Programmes can be dragged and dropped into the plan. Cut-and-paste editing is allowed within a plan and among plans. Real-time checking on programme rights and all scheduling tasks are performed simultaneously.

Tools are provided to produce an XML TV guide export file, EPG outputs with multi-language synopsis, financial plan analysis and plan content analysis. Running orders and planning patterns allow the auto-placement of appropriate programme patterns.



Plan Master lets you plan and manage seasons with easy-to-use, drag-and-drop tools.

FEATURES**User-Configurable Desktop**

- Color, scalability and highlighting
- Dates, times and days of week
- Wide variety of options for text display

Fast and Flexible

- One-step series entry
- Genre and wish events
- Database searching

License Management

- Real-time verification
- Rights checking across channels
- Dates and runs checked

Plan Editing

- Cut, copy and paste
- Highlight blocks, patterns and series
- Copy between plans

Plan Costing and Analysis

- Graphical analysis of content
- Automation costing according to amortisation rules
- "What if" cost and budget scenarios

BENEFITS**Programme Budget Control**

- Instant plan costing
- Use actual or estimated costs
- Compare plan cost against budget

Streamlined Communications

- No need for transmission schedulers to re-key data
- Simple links to the airtime sales system
- Programme requisition generation

Effective Planning

- Fast: bulk data entry against defined rules
- Easy: simple schedule adjustment
- Safe: built-in license checking with warnings

For more information, please visit www.broadcast.harris.com/broadcastmaster.

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