

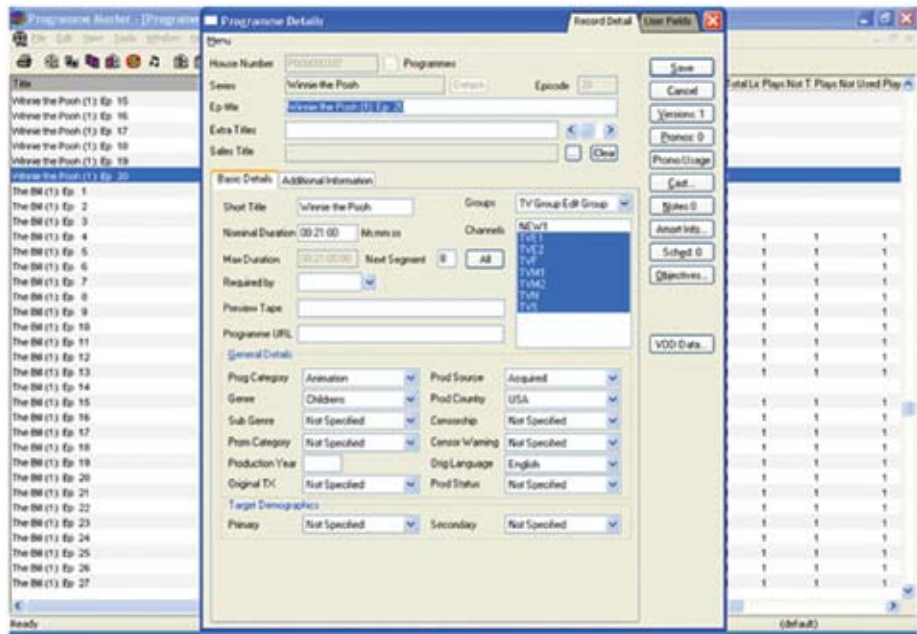
# Broadcast Master™

## Programme 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.

Programme Master™ is a Broadcast Master module that serves as the repository for all programmes and short-form items such as interstitials, commercials and music. A variety of tools are provided to allow complete control over programme inventory and enable users to ensure that stock is correctly valued and utilised. Frame-accurate segment details can be entered once for automatic distribution around the system.



The Programme Master Data Maintenance window.

Templates for every time slot are created in Programme Master.

These include:

- Auto-schedule programs
- Secondary events
- Interstitials
- Breaks
- Commercial spots
- Sponsorships
- Music blocks and events
- Alternate event periods
- Programme and interstitial placeholders
- Programme in programmes
- Virtual programmes

Financial and programme asset management within Broadcast Master combines parts of the Programme Master, Acquisition Master™, Plan Master™ and Schedule Master™ modules.

- Acquisition Master is used to set up the financial information related to all new programme licensing deals (e.g., the number of runs, channel designations, supplier payments and amortisation information).
- Programme Master (with Report Manager) is used to provide reports and financial exports that interact with the client's finance system.

#### BENEFITS

##### Optimal Use of Assets

- Avoid wasting licensed material
- Make decisions on real-time programme costs
- Analyse costing information

##### Increased Financial Control

- Track programme and production costs
- Confirm delivery before making payments
- Reconcile licenses against as-run values

##### Improved Cash Management

- Advanced planning of treasury requirements
- Integration with finance system for invoicing
- Supplier payment schedule

- As-run reconciliation is handled through Schedule Master, which then maintains the run count information and adjusts the amortisation details appropriately.
- Costing future plans and running what-if scenarios on future schedules are handled via Plan Master.

#### FEATURES

##### Programme Amortisation

- By run, even spread, straight line, annual usage or series utilisation
- Immediate amortisation during as-run
- Roll-back/roll-forward
- Full amortisation history

##### Asset Management

- Measurement of current programme value
- Planning for license repurchase
- Analysis of expiring stock

##### Programme Control

- Wide variety of programme value
- Comprehensive schedule and transmission
- Multiple programme versions
- Powerful search facilities

##### Financial Management

- Sales invoicing output
- General ledger updates — programme purchase and usage
- Management of production costs

##### Analysis

- Future costing projection
- Reporting tools to analyse programme assets
- Treasury requirements

For more information, please visit [www.broadcast.harris.com/broadcastmaster](http://www.broadcast.harris.com/broadcastmaster).

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