

Broadcast Master[™]

Ratings 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.

Ratings Master[™] brings the power of true ratings analysis and delivery to the Broadcast Master suite. Manage viewer ratings for any type of scheduled event — commercials, interstitials, promos and programmes — just by specifying a primary target audience.

- Define spot prices based on target ratings
- Analyse the performance of programmes and dayparts
- Apply actual ratings to any schedule event — commercials, interstitials, promos and programmes
- Automatically apply projections based on previous ratings
- Compare projected and actual ratings

Ratings Master offers highly configurable management, application and analysis of ratings throughout the scheduling process. Rating calculations are based on the start time of the event, the average for each minute of the event, or the start or average of the owning break or programme.

Tight integration with sales and scheduling functions allows Ratings Master to help media operations deliver performance to advertisers and gives stations the ability to recognise the value of their content.

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

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