

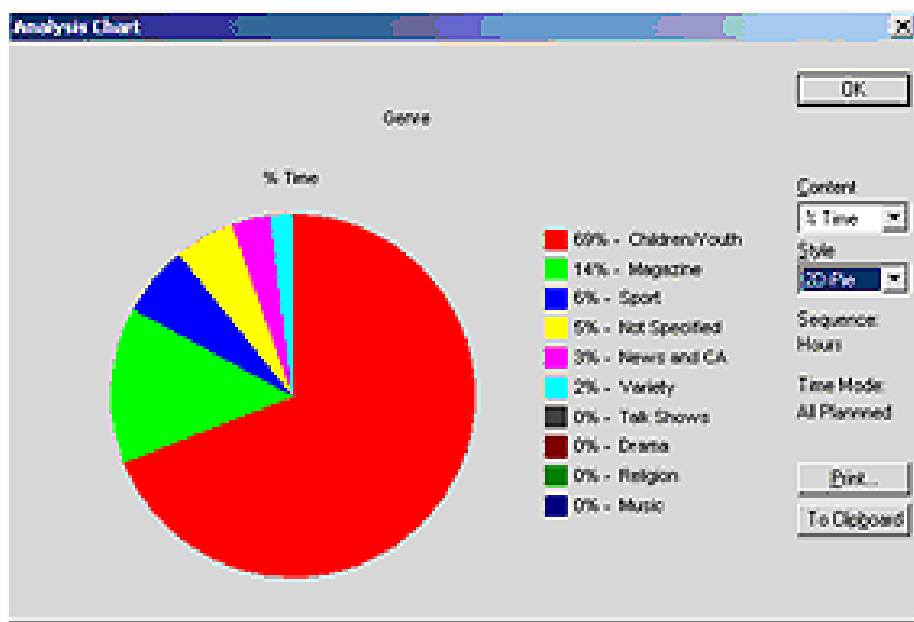
Broadcast Master[™]

Reporting 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.

Reporting Master[™] enables the generation of ad hoc and user-defined reports. Every data list can be exported for further analysis. As an SQL database, Reporting Master — as well as MicroSoft[®] Reporting, Crystal Reports[™] or equivalent tools — can be used to mine, manipulate and publish data. Custom reports can also be written using third-party applications, and any data put into the system can easily be shown in a report.



Information is the key to better decision making.

FEATURES**Screen-Based Lists**

- User-configurable layout
- Powerful search and filter facilities
- Support for multiple windows

Print-Outs Include

- Full deal details
- Deal memos
- Pick-lists
- Tape disposal certificates
- Programme plans
- Transmission schedules

Reports and Exports Include

- Period amortisations
- Stock valuation
- Tape details
- TV guide
- Plan analysis by category
- Order confirmation
- Spot placement
- Contract over/under
- Revenue
- Availability analysis
- Contract breakdown

Report Manager

- Fully integrated
- User-selectable fields
- Printed reports or data exports and filter data
- Interfaces to most standard desktop applications

Sample daily schedule exported to Microsoft® Excel®

BENEFITS**Ease of Use**

- Minimal knowledge of the database required
- Print-outs directly available to users
- Simple formatting and presentation tools

Fully Integrated

- Access to programme management data
- Reports based on the most up-to-date information
- System reports optimised for performance

Secure

- Access to data restricted to authorised users only

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

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