

Broadcast Master™

Sales 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.

Sales Master™ is the Broadcast Master module designed for managing airtime sales and traffic. The application enables users to review inventory availability, plan campaigns, book time, and analyse performance and revenue. Invoices may be generated and adjusted as necessary.

Broadcast Master fully integrates planning, airtime sales and transmission scheduling. When a programme schedule is created or updated within Plan Master™, the programme's break structures are automatically available within Sales Master. Additionally, the transmission schedule is managed within Schedule Master™, allowing exactly the same data, programmes, breaks and spots to become automatically part of the schedule. This tight integration allows spots to be booked right up until the point of transmission, with no manual updating or synchronising necessary between sales and scheduling.

Billing Line	Slot Type	Prog Title	File	Nonrev/Custom	Booked Bar	Unused Quotation
01	Programme	Live News	FV22 120907	00 00 00		
02	Break	Live News		00 02 00		00 02 00
03	Break	Live News		00 02 00		00 02 00
04	Break	Live News		00 02 00		00 02 00
05	Break	Live News		00 02 00		00 02 00
06	Programme	Sports Headlines		00 01 00		00 01 00
07	Break	Live News		00 01 00		00 01 00
08	Break	Live News		00 01 00		00 01 00
09	Break	Live News		00 01 00		00 01 00
10	Break	Live News		00 01 00		00 01 00
11	Break	Live News		00 01 00		00 01 00
12	Break	Live News		00 01 00		00 01 00
13	Break	Live News		00 01 00		00 01 00
14	Break	Live News		00 01 00		00 01 00
15	Break	Live News		00 01 00		00 01 00
16	Break	Live News		00 01 00		00 01 00
17	Break	Live News		00 01 00		00 01 00
18	Break	Live News		00 01 00		00 01 00
19	Break	Live News		00 01 00		00 01 00
20	Break	Live News		00 01 00		00 01 00
21	Break	Live News		00 01 00		00 01 00
22	Break	Live News		00 01 00		00 01 00
23	Break	Live News		00 01 00		00 01 00
24	Break	Live News		00 01 00		00 01 00
25	Break	Live News		00 01 00		00 01 00
26	Break	Live News		00 01 00		00 01 00
27	Break	Live News		00 01 00		00 01 00
28	Break	Live News		00 01 00		00 01 00
29	Break	Live News		00 01 00		00 01 00
30	Break	Live News		00 01 00		00 01 00

Sales Master makes it easy to manage campaigns, book time and analyse performance.

FEATURES**Avails Management**

- Simple break definition
- Highly visual avail review
- Online avail updating to all users

Ratings Management

- Flexible ratings projection
- Power tools to modify estimates
- Total integration of ratings for sales
- Automatic association of ratings with spots

Campaigns and Contracts

- Flexible pricing, with objectives and discounts
- Performance monitoring tools
- Ability to group into agreements
- Chargeable secondary events and non-time payments

Integration

- Merge breaks and spots into the transmission schedule
- As-run reconciliation
- Invoicing output

Spot Booking

- Variety of pricing modes
- Highly visual, highly configurable desktop
- Simple block editing of spots
- Ability to book direct from agency instructions
- Intuitive break grid for simple placement
- Automatic positioning and markup for position in break
- Spot prioritising and bumping, with e-mail notification

BENEFITS**Sales Process Control**

- Monitor commitments and delivery
- Optimise use of ratings and avails
- Respond quickly to clients

Improved Efficiency

- Automatic spot price calculation and ratings performance
- Manage the use of availability
- Automatic log matching with performance reporting

Fully Integrated

- Programme and break import direct from planners
- Single-schedule for programmes, commercials and promos

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

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