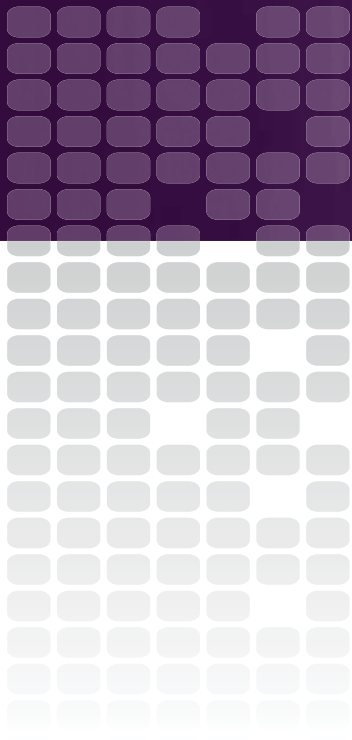


Broadcast Master[™]

Sales and Scheduling



System Modularity

Broadcast Master is a modular system, enabling users to add components in a cost-efficient manner, as their broadcast needs evolve. Customers have the ability to buy only the functionality they currently require and the flexibility to easily add modules as needed to support their station's growth. Each newly added module is fully integrated with already installed components and can automatically access, utilise and update the centralised database.

Broadcast Master System Modules		
Programming Acquisition Master™ Programme Master™ Plan Master™ Schedule Master™	Sales Sales Master	Tools Supervisor Reporting Ratings Master™
	Media Management Library Master™	

Users of Broadcast Master often build their environments through bundles that combine modules to address specific business areas. Popular bundles include:

Sales and Transmission Suite: Plan Master, Sales Master and Supervisor

Preferred by cable networks and satellite operators, this bundle provides a comprehensive ability to sell and schedule advertising and programmes — and manage the business processes around both.

Media Management Suite: Programme Master, Library Master and Supervisor

This bundle is used by a consortium of stations in a number of countries as a media acquisition and content management solution. To access more reasonable programme content pricing, these stations consolidated their library and programme management in a central location managed by an outside company. All member stations can access and schedule the content they use in their programming and advertising distribution.

Scheduling Suite: Acquisition Master, Plan Master, Schedule Master, Programme Master and Supervisor

This bundle is often used for operations that have little or no commercial content, and where the scheduling and transmission processes of programmes, breaks, public service announcements and small amounts of advertising are the focus of operations. These customers include public broadcast stations, premium or specialty satellite and cable channels, and specialty broadcast operations.

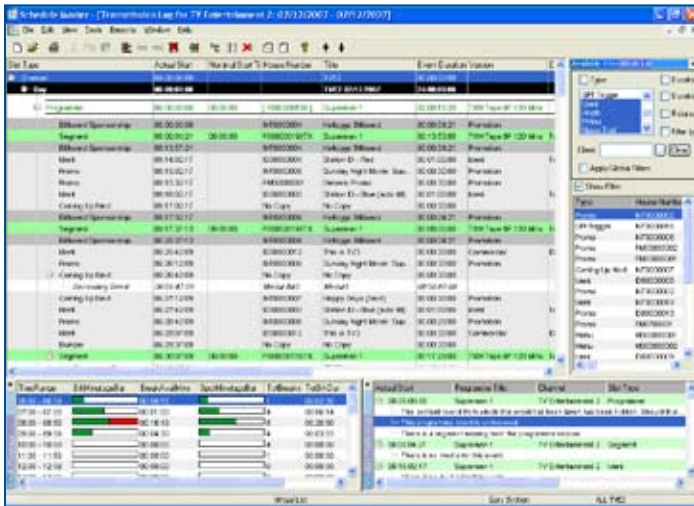
FEATURES

Flexible Scheduling

Broadcast Master provides a range of powerful scheduling tools to accelerate the preparation of schedules and to ensure their accuracy and quality:

- Programme patterns can be created and applied to schedule complex programme strands, including cross-channel repeats, omnibus back-to-back programming and simple episode shifting across series.
- Predefined programme formats can be set up and applied to any event types, including break patterns, secondary events, sponsorship events, interstitial place holders, comments and sub-breaks. When used in conjunction with programme patterns, the process of creating break patterns for sales and the framework for transmission schedules is reduced dramatically.
- Simplified interstitial placement is provided through the Available Interstitials, Automated Interstitial Rotation and Favourites lists.
- Secondary events can be automatically scheduled according to predefined rules associated with the schedules of programmes, interstitials and commercials.
- Programmes within Programmes offers the ability to place short content within larger events and still apply a licence.

Broadcast Master™



The Schedule Master module, configured to show a range of dockable tools

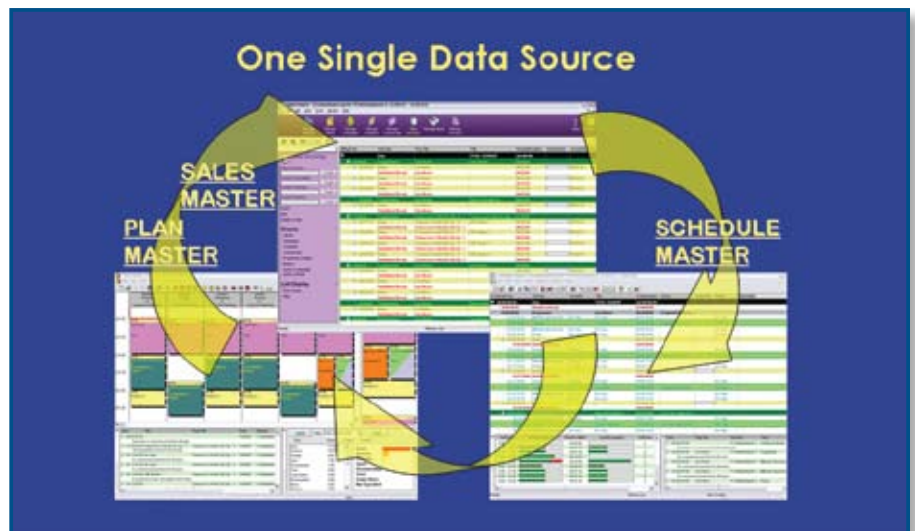
The benefits of Broadcast Master scheduling tools include:

- Assistance with the sale of airtime inventory
- Improvement in the quality of programme schedules
- Assurance that break-pattern details are available across the organisation
- Reduced effort and cost of preparing a transmission schedule
- Elimination of on-air errors

Integrated Sales and Programming

Broadcast Master combines the planning of programme schedules, the sale of commercial air time and the preparation of final transmission schedules within a tightly integrated solution. System modules for the scheduling of programmes, commercials, interstitials and secondary events share the same data source and automatically keep other users updated as changes are made. This integration offers important benefits:

- The labour-intensive, manual process of passing information between sales and programming is eliminated.
- Individual product and customer campaigns can be established and managed through granular tracking and reporting of results.
- Campaign results are visible and can be analysed in real time, providing the opportunity for instantaneous changes to optimize the ad revenues derived from programmes.
- Schedule updates are readily accessible across departments, enhancing productivity and timeliness of sequential actions.
- Media buyer communication is maintained, as the sales team has full access to scheduling and playout operations and receives frequent and timely campaign progress.



Integration among Broadcast Master modules

Media Management

The Broadcast Master system's media management capability includes comprehensive library management to support the receipt of tape material, loans and returns, shipping and dispatch, and the creation and processing of tape pick-lists. This feature improves process management, through the tight control of location and history of tapes; and efficiency, through system-controlled planning of media processing tasks. Reduced costs are delivered through dynamic shelf/storage management, minimisation of last-minute demand for media preparation and the elimination of lost material incidents.

Broadcast Master supports the maintenance of digital content through the management of ingest, distribution and purging of material on digital storage systems. Rules for the naming of media files can be defined and communicated to the wider organisation, and low-resolution media content can be viewed within Broadcast Master.

Better manage tapes with the Library Master module.



Reporting and Business Analytics

Reporting tools are fully integrated into all Broadcast Master modules and provide the user with easy access to critical analytical data — without having to understand complex data models. A range of reports and analysis tools are also provided within Broadcast Master itself, created with user-generated fields. The reporting capability interfaces with most standard desktop applications and incorporates security mechanisms that ensure reports are seen only by those approved to view the information.

Reporting tools within Broadcast Master include:

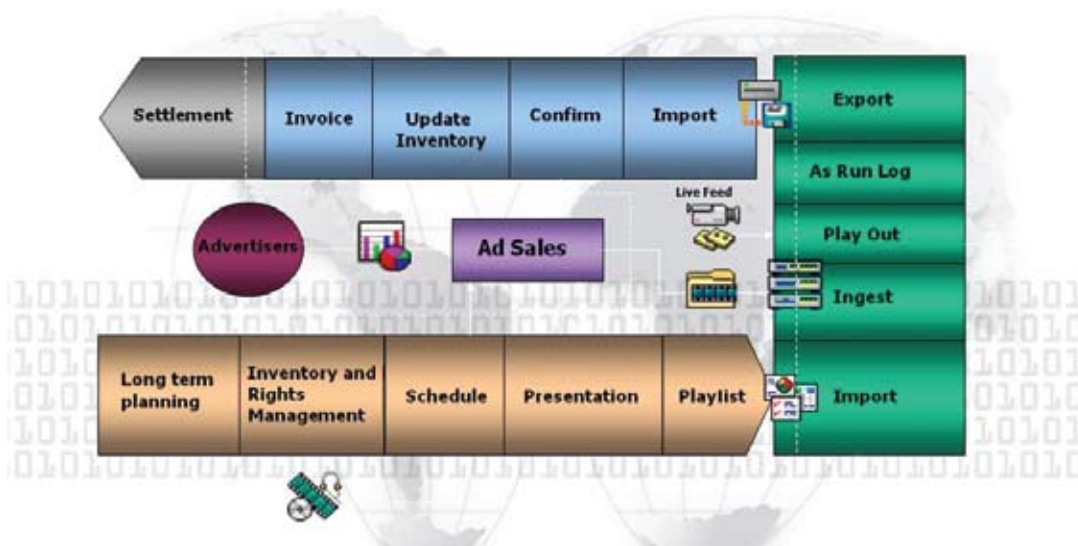
- Graphical analysis charts
- Real-time analysis
- Configurable data lists
- Export to print, file, Microsoft® Excel or XML

Broadcast Master enables the generation of ad hoc and user-defined reports, and every data list can be sorted, filtered, have columns defined and be exported for further analysis. As an SQL database, Reporting Master — as well as Microsoft® Reporting, Crystal Reports™ or equivalent tools — can be used. Custom reports can also be written using third-party applications, and any data put into the system can easily be shown in a report.

Broadcast Master™

Automation of Workflows

Broadcast Master streamlines and automates the workflows associated with the sale and scheduling of advertising content. It presents a unified schedule of programmes, programme segments and break patterns, and enables flexible ways to schedule commercials, programme segments and other interstitials. It provides business and campaign management analysis tools with which to present results by customer, product, programme or other category.



Broadcast Master interfaces ad sales with the planning, inventory capture and rights management, and schedule and playout of campaign material.

Broadcast Master tightly integrates with automation to pass playout schedules seamlessly from the commercial environment to automation — resulting in further simplification of previously labour-intensive processes. This interoperability also reduces errors and provides feedback on playout operations through the automated return of as-run logs to the commercial environment from automation — giving your station the information necessary to finalise the business process, produce invoices, report to media buyers on campaign status and results, and analyse the success of your sales and programme efforts.

Cost-Effective Solution

Broadcast Master is a cost-effective solution that can be rapidly deployed. Installation takes only a couple of days, depending on the complexity of the customer operation, and in some cases may be performed remotely. Complete system configuring and training can be accomplished in a few weeks.

- Broadcast Master is based on trusted, reliable architecture and operating systems, minimising the capital costs and operational risk.
- All users of the system are trained and supervised during startup until full efficiency is achieved.
- Harris provides full remote support and maintenance.
- Technical support is provided as part of the service agreement.

Alternative financing methods are offered in order to accommodate your business plan constraints. Broadcast Master can be licenced annually, allowing for costs to be spread evenly, or it can be purchased outright with a perpetual licence.

Summary

Broadcast Master enables you to shift your manual commercial sales and programme management processes to an automated environment, thereby streamlining your workflows, improving overall productivity and enhancing your ability to grow and manage your operations — without adding infrastructure costs. The integration of business and engineering workflows through Harris interoperability provides even greater opportunity to optimise workflows, reduce systemic errors and make your human resources more productive.

ONE Company for Workflow Solutions Throughout the Media Chain

Harris is the ONE company delivering interoperable workflow solutions across the entire media delivery chain — providing today's broadcaster with a single, integrated approach to capitalise on the benefits of IT and mobile applications. By providing unparalleled interoperability across our product portfolio, Harris is able to offer customers integrated solutions that improve workflows, save money, enable new revenue streams and provide a migration path to emerging media business models. To meet the evolving needs of broadcast, distribution, government agencies and entertainment businesses, Harris is the ONE answer for change.

Service And Support

At Harris, we are committed to customer service excellence. It is our goal to provide the highest level of support by applying a simple rule: We take ownership of helping our customers succeed. Our support teams consist of innovative technical experts who support all situations regarding product performance, integration and operational processing. We are adept at providing proven solutions, making workflows better and ensuring reliability of the product and system. At Harris, our experienced and dedicated teams stand ready to help you meet your goals for premium product performance, 100% up-time and reduced maintenance investment.

Warranty

Because we want to assure you that Harris stands beside its products and system solutions, our products carry a standard set of warranty services, which are competitive with — and in some cases outperform — others in the industry.

Service Packages

We offer value-add services that allow you to customise the level of services you need in meeting mission-critical performance levels. Our service package options offer many ways to upgrade your standard warranty by choosing the All-Inclusive OnePak, or by selecting individual services from our extensive portfolio. Our service and support advisors can assist in the selection of the individual services that best suit your requirements.

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

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