

Broadcast Master™

Schedule 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.

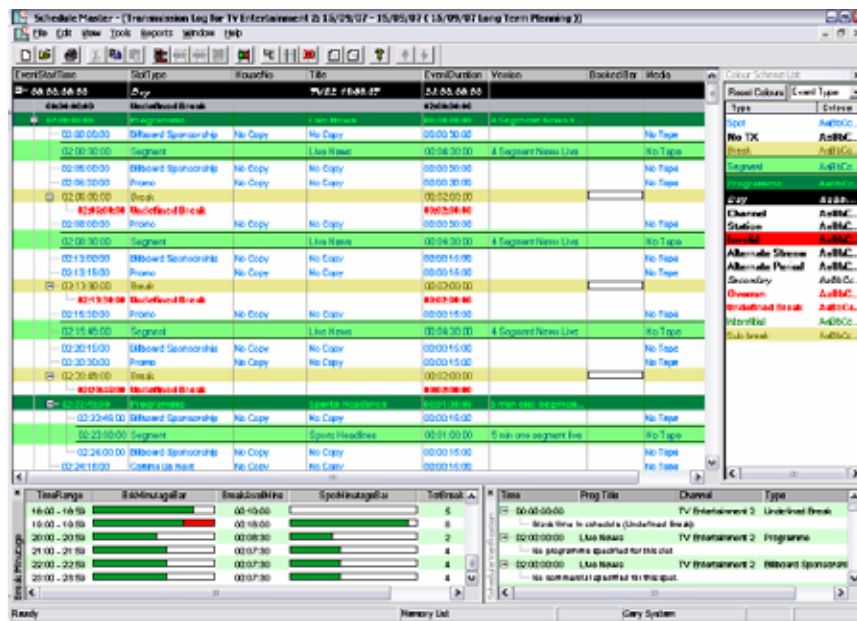
Schedule Master™ is the Broadcast Master module for managing the preparation of transmission schedules into frame-accurate playlists. The application enables automatic promo and filler placement, cutting and pasting, and the final adjustment of commercial break content. Pick-lists can be generated for librarians, and frame-accurate playlists are automatically generated for a wide range of automation systems, including ADC. The playlist includes all secondary events within a sequential list of all programme segments, promotions and advertisements. As-run log reconciliation occurs

once the ADC automation system has been set up to send out the appropriate format.

Schedule Master filters allow the customisable viewing of different elements within the schedule list. Schedule data is simply a different view of plan data, so any changes made in the Broadcast Master Plan Master™ module are automatically reflected in Schedule Master™ and vice versa.

Programme in Programme

Advanced architecture allows for programme slots to be placed within other programme slots. This capability is ideal for a number of different programme types, including news updates and music shows that have many crossover links.



Efficiently manage schedule events — both primary and secondary — with Schedule Master.

FEATURES**User-Configurable Desktop**

- Highly flexible screen layout
- Options to show transmission instructions and keyed events
- Multiple, concurrent schedules

Simple Schedule Construction

- Powerful search facilities
- Frequent interstitial drag-and-drop facility
- Ability to display or hide commercial break details
- Real-time validation

Flexible Manipulation

- Cut, copy and paste functionality
- Ability to lock events to a given time
- Auto display of over-runs and under-runs
- Optional adjustment of following start times

Transmission Preparation

- Powerful schedule validation
- Additional details such as voice-overs or transitions
- TV guide, EPG, printouts and playfiles

Post-Transmission Analysis

- Visual as-run log matching
- Amortisation and as-run reporting
- Output to market research companies

BENEFITS**Improved Efficiency**

- Sophisticated tools to reduce schedule preparation time
- Detailed as-run reconciliation
- Automatic generation of NVOD channels

Total Integration

- Single schedule for programs, commercials and promos
- Access to the schedule throughout the station
- Integration with automation equipment

Improved Quality and Reliability

- No need to rekey data
- Sophisticated schedule validation
- Provides earlier notice of needs to the library
- Frame accurate

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

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