



HARRIS[®]

Broadcast Master[™]

Exceptional Business Value for your Television Operations

Broadcast Master™

Sales, Scheduling and Media Management

Exceptional Business Value for your Television Operations

Solutions Overview

As your television business grows, it is important to support your operations with systems that enhance your efficiency and your image, providing full oversight of your operations and the ability to deliver quality services for your advertisers and agencies. Broadcast Master™ provides the tools you need to automate and manage your daily operations, allowing you to focus on the business of broadcasting.

Broadcast Master is a comprehensive, modular and scalable sales, scheduling and media management suite for today's growing television operations. With support for multiple channels, multiple currencies and multiple languages, this cost-effective system enables broadcasters to increase revenue through the sale of airtime, while delivering productivity benefits through its enhanced scheduling features.

Launch new channels, offer product placements or charge for secondary event messaging — exciting new revenue sources are easily enabled thanks to the Broadcast Master system's range of flexible tools.

Enhance the process of program scheduling, commercial placement and final transmission preparation with Broadcast Master. Easily communicate late updates and schedule changes using a single schedule that all users access. Get alerted to missing content. Having one, integrated schedule simplifies workflows, decreases operator errors and duplication, and greatly increases productivity.

"We have been using Broadcast Master for five years, and we would highly recommend it as the perfect sales and scheduling solution with which to create a unified workflow."

— Hassan Chahine
Chief Technology Officer,
Dubai Media



Broadcast Master™

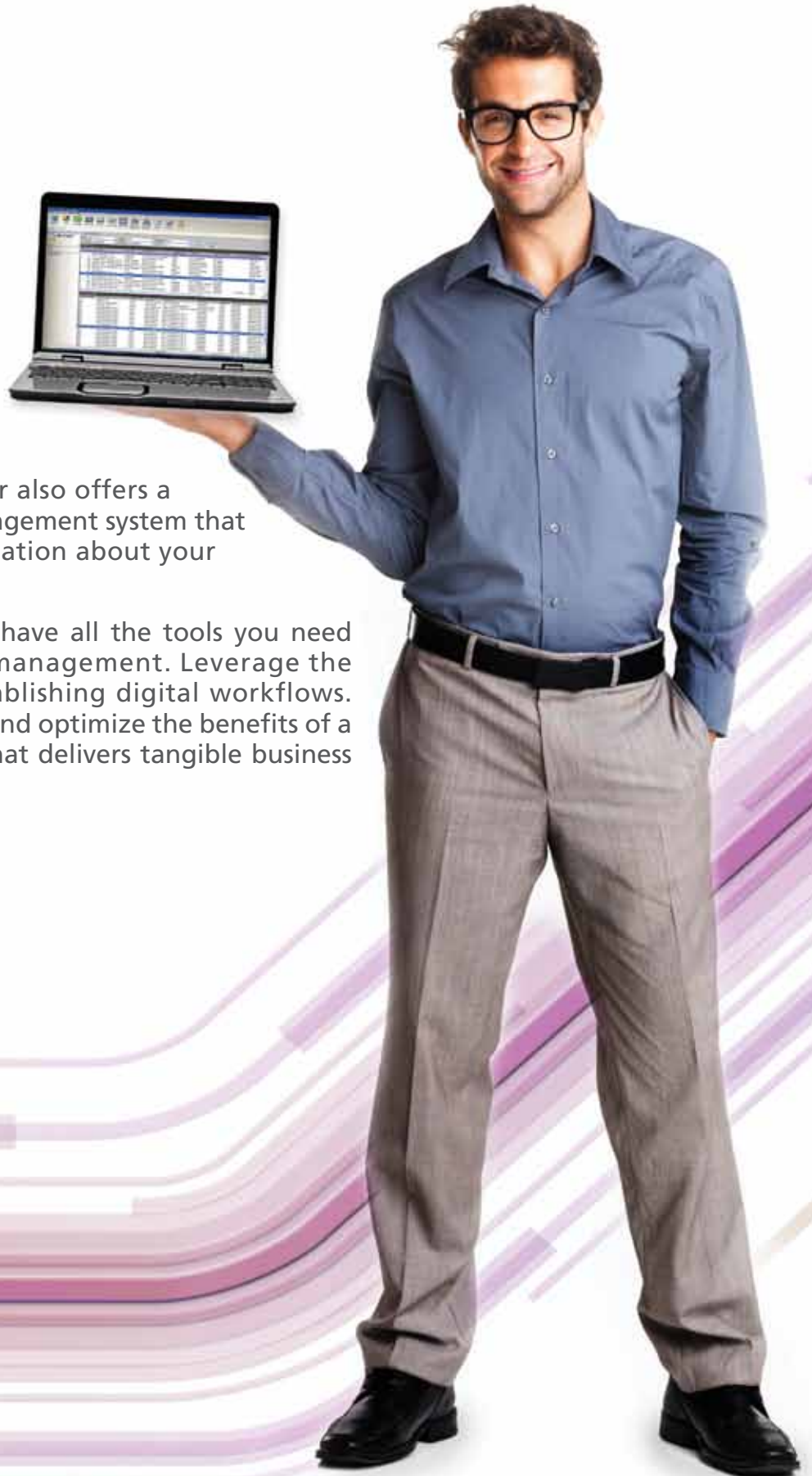
Sales, Scheduling and Media Management

Exceptional Business Value for your Television Operations

Broadcast Master is ideally positioned to address the challenges that arise as stations move to a digital environment. In server-based, file-driven environments, Broadcast Master can manage the ingest and purge of material from servers, name the media files and drive the workflows for media preparation and review.

Additionally, Broadcast Master also offers a sophisticated tape library management system that gives you full access to information about your tape-based assets.

With Broadcast Master, you'll have all the tools you need for comprehensive channel management. Leverage the numerous advantages of establishing digital workflows. Simplify scheduling activities. And optimize the benefits of a fully integrated sales system that delivers tangible business benefits for your operation.



Broadcast Master™

Enhance Your Operations

Unmatched Access and Real-time Visibility

With Broadcast Master, all data resides in the same system, so all users have access to all related information: schedules, content, rights, media and commercial sales. The only limitations are the ones the station sets as to what the user can see. For instance, the transmission scheduler might be allowed to view the contractual details on a commercial spot, or a media manager might be allowed to view all program information, including purchase and return details. The system delivers unmatched access and visibility to key business data across your organization.

Integrated Scheduling

The separation of program event planning, commercial spot placement and transmission scheduling into different systems can cause issues with the late adjustment of programs, break patterns or spot placement. Broadcast Master resolves this dilemma elegantly with a single schedule, where the planning, sales, traffic and transmission scheduling tools all access the same data. Controls allow the station to determine which users can access the schedule in each stage of preparation: before, during and after broadcast. Multiple users can work in the same schedule at the same time, and after applying appropriate controls, the system updates the screens of all users whenever a change is made.



Broadcast Master™

Enhance Your Operations

Comprehensive Media Management in a Digital World

Broadcast Master offers full support for both digital and tape-based media, with sophisticated tools and an integrated workflow. Generate tape numbers and digital media IDs, and link them together for tracking. Broadcast Master can optionally communicate with asset management and automation systems based on station-defined conditions, as well as communicate when new content needs to be ingested or existing content needs to be edited or purged from servers. Generate separate, digital subtitle and voice-over files, and associate them with the master media. Get alerts – and a file name – from Scheduling when files are required, but not created. All the tasks necessary to prepare new content can be managed through an integrated workflow that includes a task list for each user.

Support for Your Business Environment

Broadcast Master adapts to your operations, with support for multiple channels, currencies and languages. Multichannel and regional channel support allows you to easily schedule and share programming, sell airtime across multiple channels and add new channels as your business grows. Sophisticated multicurrency tools enable users to order and invoice in any currency and to report on the ordered currency or the channel currency. Rich multilanguage features provide the ability to enter and display data in a local language. These powerful capabilities allow you to tailor the system to your business and your customers.

Why Choose Harris Broadcast Master?

- Improve collaboration and streamline communication with shared, single-database access to your critical business information.
- Simplify the way that program planners, transmission schedules and sales traffic personnel work together to create a consolidated schedule.
- Manage the new workflows required to broadcast in a digital or partially file-based environment.
- Control the tape library within an integrated environment.
- Control the tape library within an integrated environment
- Apply integrated viewer ratings support, which can be used not only for commercial spots, but also for all other events, including programs and promos.



Broadcast Master™

Key Features

General

- A single, integrated system that simplifies workflows and eliminates errors
- Delivery of total channel management through to frame-accurate playlist creation
- Integrated management tools for linear and nonlinear programme rights, advertising sales, media management and station workflow improvement
- Ability to enhance system capabilities by adding modules as your business grows
- Integrated audit, with ability to configure which data elements are tracked at field level
- Multichannel, multicurrency and multi-language capabilities

Media, Workflow and Master Control Integration

- Full tape library management toolset
- Integrated workflows, with configurable projects and tasks, staff member assignment, auto-triggering of subsequent tasks, and personalized task manager that allows users to see current assignments
- Tight integration with Harris Invenio® and other asset management systems, through automated generation and receipt of BXF content messaging to maintain synchronicity and manage workflow
- Live-Update, for optional event-level updating of Harris ADC™ and D-Series™ and other automation systems for last-minute transmission changes

Scheduling

- Single-schedule concept — all Planning, Sales and Scheduling users work on the same data, with no merging of schedules, to ensure that current information is available to everyone
- Simple scheduling of entire series, including complex repeat patterns
- Proportional planning grid that visually presents the program's slot duration
- Automatic retiming of the schedule as events and content timings are modified or updated
- Advanced, secondary event support
- Support for product placements and chargeable secondary events such as logos, voice-overs and crawls
- Real-time schedule verification and presenting of errors and warnings directly in the transmission schedule
- Automatic scheduling of standard schedule structures, reducing effort and training

Sales

- Automatic placement of commercial spots into the transmission schedule on booking, with real-time updates appearing in Planning and Scheduling
- Spot placement basis defined on entry, indicating how spots were placed and if they are linked to a program or time period. Program change alerts warn scheduling and sales to any changes.
- Version tracking of each campaign, so that users know what spot changes were made on each client instruction
- Integrated viewer ratings, with support for estimated and actual ratings and pricing based on either estimated or actuals
- Spot placement tools for order line-based entry and drag-and-drop into a break grid

Financial

- Various program amortization modes, sales campaign pricing modes and invoicing schedules, providing flexibility to meet your business needs
- Automatic recalculation of every program event cost according to amortization rules whenever a program is moved in the schedule
- Simple reporting of schedule revenue versus cost

Broadcast Master™

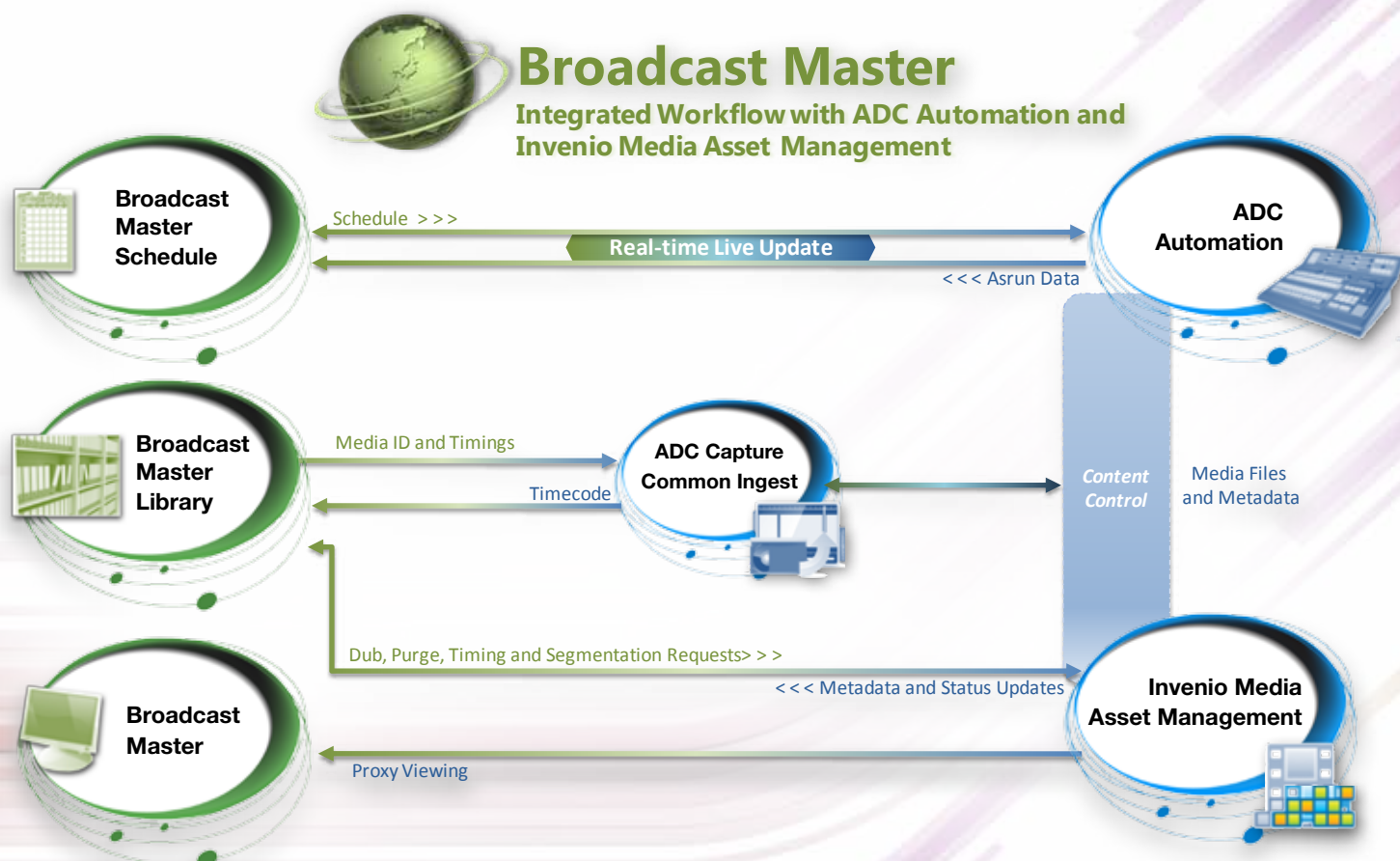
Innovative Traffic, Media Management and Automated Delivery Integrations Drive Revenue and Efficiency

The Broadcast Master platform tightly integrates with Harris ADC automation and Invenio digital asset management solutions to deliver a seamless, SMPTE BXF-compliant broadcast workflow designed to empower the business office and simplify master control workflows.

The Harris Live-Update schedule synchronization tool enables Broadcast Master to send information bidirectionally to Harris ADC automation software in real time. This BXF standards-based integration automatically relays day-of-air changes and updates to the automation log. Once the changes have been made, the ADC automation system reports the status of those changes back to Broadcast Master. Immediately after each event is transmitted, Broadcast Master is notified, and the as-run details and status are updated — even as the broadcast of the schedule continues.

To enhance media management, Broadcast Master integrates with the Invenio digital asset management system to facilitate the smooth management of digital media within the organisation. Using SMPTE BXF messages, workflow instructions and content updates are automatically sent between the systems. This powerful combination of systems enables Broadcast Master users to send ingest instructions to Invenio, where they will appear automatically on the Invenio task list. When digital media files and their timings are created, Invenio then updates Broadcast Master, keeping the systems synchronised. The integration also automates the sending of purge and dub lists, and enables users of Broadcast Master to search for and view digital media.

Broadcast Master also integrates well with other asset management and playout automation systems.



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 capitalize 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.

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For more information, please visit broadcast.harris.com/BroadcastMaster.

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