

Landmark[™]

Airtime Sales System

At the end of the day, the most important part of the video origination and delivery business is advertising. From advertising comes revenue, and from revenue comes the means to create, acquire and deliver more quality video content.

At the same time, today's media environment is increasingly challenging, especially from a spot sales perspective. Advertisers want placement within traditional linear broadcasts and across a myriad of multimedia delivery modes — in multiple geographies, in multiple currencies, using multiple trading methodologies.

That's a lot of inventory to keep straight. It makes for complex campaigns and an increasing number of spots to schedule, potentially across multiple channels and platforms. And all of these spots must be tracked for billing purposes.

The Landmark[™] airtime sales system was built to handle such a multifaceted selling environment. Using a powerful single-campaign approach, Landmark optimises available inventory, even in large-scale, multichannel environments, and features comprehensive capabilities to manage new revenue streams.

Landmark — Proven and Scalable: From Nimble Media Sales to Large-Scale Broadcasters and Global Operations

Very few broadcast application providers offer systems that can scale to work in large, multichannel operations where spot placement needs to be optimised across an increasing number of constants: demographics, geographic areas, channels, dayparts, programmes and rates.

Landmark enables efficient operation by way of multiple methods of automatic spot placement and multiple simultaneous selling methodologies — including advanced demographic-based, line-based and spot-based sales.

With Landmark, huge numbers of complex campaigns can be simultaneously launched and delivered with minimal interaction. This frees up sales executives to keep selling — and delivers maximum potential revenues underpinned with comprehensive and fully customisable reporting capabilities at all levels, from key operational data to succinct management summaries.



Real-time reporting gives you key information for ROI analysis and sales support.

Highlights at a Glance

- Manage more channels with less time overhead — channel group management offers streamlined control of multichannel offerings
- Enhance business throughput while minimising human efforts and errors — automated features across ratings prediction, spot booking, copy allocation, sequencing and reconciliation improve your workflow and increase your accuracy
- Run seamless single campaigns covering multiple business types — commercials, promotions, sponsorship, production, barter, new media, online and an infinite number of other types — defined by you, based on your business
- Manage mass repeat and NVOD channels efficiently — commercial spots and promo content can be replicated and linked across channels and platforms
- Make the most of your exceptional airtime — apply premium price surcharges to high-value breaks
- Maximise potential revenues by optimising available airtime — make the best use of the ad slots available
- Customise the user experience — tune the application to each individual user to maximise operational efficiency, and tie in to standard office applications seamlessly, using a standard Microsoft[®] Outlook[®] look and feel
- Deliver integrated, sophisticated reporting — interactive, real-time operational and management reports that deliver key information for ROI analysis and sales support
- Link seamlessly to other Harris applications to create a comprehensive, integrated business system — encompassing planning, scheduling, sales and billing

Capabilities that Support the Most Demanding Airtime Sales Environments

Landmark features a hierarchical selling structure that allows sales “channels” and “regions” to be mapped into both geographical and logical groups so that spots can be sold individually or globally. The hierarchy and mappings allow data to be managed and analysed at multiple levels, minimising the time required to execute rich campaigns and comprehensive reports.

The advanced AutoBook™ spot placement engine within Landmark is capable of efficiently placing hundreds of thousands of spots at a time, across multiple channels, simultaneously maximising efficiency and meeting client expectations. At the same time, Landmark is equally at home when used for the swift manual placement and manipulation of spots to meet the needs of a broadcaster’s ever-demanding buying community.



Capable of handling the most demanding broadcast environments, Landmark delivers scalability.

Total Solutions that Deliver Results

As a member of the Harris suite of integrated systems for media, the Landmark sales system is part of a seamless operational environment that facilitates efforts to increase revenue opportunities, while reducing expenses through the automation of cross-application processing. This environment provides immense scalability and the highest reliability.

Landmark is the industry-leading application of its class for major broadcasters. With a vibrant, ongoing development programme, Harris is continuously adding new technologies and functionality to Landmark to ensure a solid long-term future, delivering maximised broad-based revenue for media companies in a changing business landscape.

BENEFITS

- Efficiently manage the monetisation of linear airtime and an unlimited breadth of other media sales business types, both linear and nonlinear
- Allow multi-geographical broadcasters to sell according to local methodologies and in local currencies
- Enable enterprise organisations to provide timely financial and operational information with extensive interactive reporting capabilities
- Engage in powerful, demographic-based selling using the AutoBook spot engine, capable of automatically placing hundreds of thousands of spots. Autobook also optimises placements for line and spot bookings. Maximise revenue generation in complex channel structures whilst meeting regulatory, station policy and client demands on spot placement.
- Run multiple complex campaigns simultaneously, freeing up sales staff to sell more, thereby delivering maximum revenues to the broadcaster.

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

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