

OVERVIEW

Over the years significant consolidation and regionalization has occurred among cable advertising operations. At the same time the number of ad-supported cable networks has continued to steadily rise, increasing spot volume. The result is that increasing numbers of advertising sales businesses need more powerful scheduling features.

Novar™ features two powerful systems to address these requirements: Autoschedule and the Adaptive Scheduling Engine (ADS). The Autoschedule system is designed to assist small to medium-large advertising sales operations running a moderate volume of spots on up to 1,800 or more channels. ADS represents a quantum leap in scheduling power, making significant advances in each of the seven key scheduling areas cited on the previous page. The system's development represents years of design and engineering work, and is a key competitive differentiator for Harris Broadband solutions now and for years to come.

AUTOMATIC PROGRAMMING UPDATES

A web service automatically sends changes to programming to the Novar system and perform any rescheduling that may be required as a result of the program change. This eliminates the need for users to import all programming for all networks by recognizing the change in the single program, performing the updates on just that program. The user defines at what intervals program changes can be automatically applied so program changes follow business rules with regards to schedule creation.

Additionally, the process of scheduling interconnect avails has been streamlined. Users only have to maintain their interconnect grid or place their Interconnect Export (SFO) files in the user defined directory and the Adaptive Scheduling service will apply the interconnect avails as needed.

HOW IT WORKS

As contract lines are entered/changed, jobs are queued to be scheduled. User defined parameters with regards to network priority as well as the dates of the contract lines determine where in the queue the job will get scheduled. This allows the current week to be scheduled before week 52 so that near term inventory remains up to date.

Ad copy is only required at the point the user requires it and can be set to 1 or more days out. Once copy has been assigned to a line the copy is attached to the previously scheduled spots for that line.

A product optimization feature has been added that will allow users to tell the system to automatically override product conflicts for a particular client eliminating the need to manually over-ride product conflicts. Further enhancements have been made to assist users with scheduling spots based on their business rules and reducing time spent working exceptions. Two items have been added as options to the Autoschedule Order by Clause. The first is the Client Value Index. This allows users to create preferred clients and then schedule them appropriately. The second option allows the user to add client revenue in the Order by Clause so if the business rules allow for scheduling priority based on total annual spending it can be done automatically.

THE TECHNOLOGY

Adaptive Scheduling leverages the Microsoft .Net framework together with Windows Services and Web Services to create a modern, stable platform that allows you to maintain the schedule for up to 52 weeks in the Novar database.

HOW TO GET IT

The Adaptive Scheduling engine is supported in Novar 5.1 and above. Contact your account executive for information on the Adaptive Scheduling product at 303.476.5000 or visit www.broadcast.harris.com/broadband.

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