

**Novar™**  
Inventory Management

Now more than ever Novar™ users can easily access actionable inventory information through the new Report Management System (RMS) reporting. RMS reports access the Novar database in real time and provide up-to-the minute avail information which can be filtered in a variety of ways. Some of the available filters include: zone, zone group, network, network group, priority, avail type, reference, daypart and more. Users can set up an unlimited number of dayparts for multiple views of inventory based on different sales practices.

Novar RMS users can quickly access a current view of their inventory the way they sell it! Novar™ manages the exclusion of interconnect avails. Furthermore, key reports can automatically show consolidated zone group inventory for a summary view across multiple zones. The powerful Adaptive Scheduling System insures up-to-date, real-time information is available, with no batch processing or related lag time.

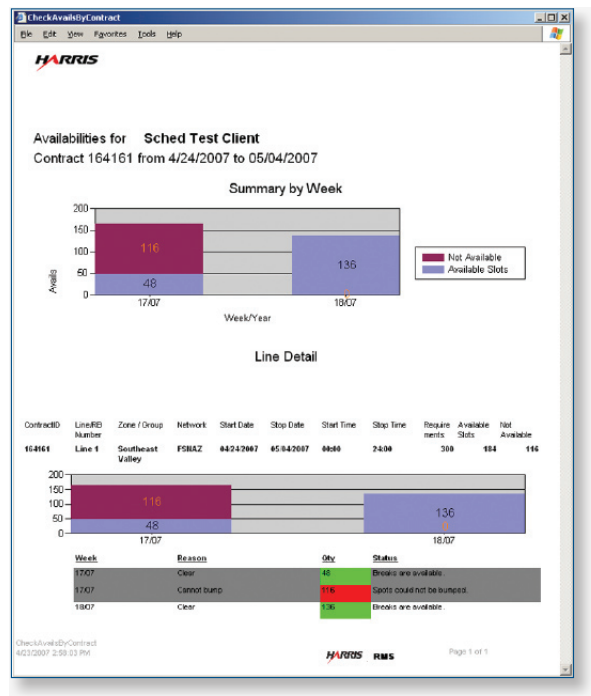
**REPORT MANAGEMENT SYSTEM**

**Check Avails**

The Check Avails option allows users to provide specific line detail to validate whether inventory is available for the parameters specified.

**Skim Inventory**

The Skim Report within the Report Management System offers multiple drill down levels to provide the detail that is most relevant to the requester. Users are able to specify a number of parameters including a zone group where the inventory is returned to reflect a summary view of the zone group and network selected.



Report Management System Check Inventory

**Skim Inventory for Zone: CNN Grand Rapids**

Day Part/Descr/Info	Week: 40/06 9/25/2006 - 10/1/2006				Week: 41/06 10/2/2006 - 10/8/2006				Week: 42/06 10/9/2006 - 10/15/2006				Week: 43/06 10/16/2006 - 10/22/2006				Week: 44/06 10/23/2006 - 10/29/2006																		
	Avails	Paid	Unpaid	Sold %	Avg Cost	Avails	Paid	Unpaid	Sold %	Avg Cost	Avails	Paid	Unpaid	Sold %	Avg Cost	Avails	Paid	Unpaid	Sold %	Avg Cost	Avails	Paid	Unpaid	Sold %	Avg Cost										
<b>Network: cnn (39)</b>	3929	1726	193	65.9 %	4.62	0.00	25.00	3290	1746	167	57.8 %	4.32	0.00	22.00	3192	1909	166	64.7 %	4.42	0.00	25.00	3274	2096	146	66.6 %	4.97	0.00	30.00	3274	2129	199	65.3 %	5.60	0.00	30.00
0500-0900 MTWTFSS	58	36	2	65.5 %	5.97	0.00	25.00	58	44	0	75.9 %	4.86	2.00	20.00	58	41	5	79.3 %	4.20	0.00	12.00	58	39	2	70.7 %	4.61	0.00	12.00	58	43	0	74.1 %	6.07	2.00	20.00
1900-1900 MTWTFSS	270	254	0	93.9 %	5.08	0.00	22.00	280	238	6	97.8 %	6.27	0.00	22.00	298	234	10	91.0 %	5.32	0.00	22.00	290	232	2	93.6 %	6.23	0.00	30.00	280	248	0	90.2 %	7.79	2.00	30.00
1900-2200 MTWTFSS	614	437	30	71.3 %	5.13	0.00	22.00	601	422	32	75.5 %	5.15	0.00	22.00	578	485	28	86.8 %	5.68	0.00	22.00	601	507	22	87.8 %	5.99	0.00	30.00	601	532	15	91.0 %	7.01	0.00	30.00
0000-0600 MTWTFSS	1105	155	68	20.2 %	0.67	0.00	6.00	1105	138	76	19.4 %	0.68	0.00	6.00	1012	151	73	22.1 %	0.82	0.00	15.00	1089	177	81	23.7 %	1.17	0.00	15.00	1089	200	102	27.7 %	1.05	0.00	9.00
2200-2400 MTWTFSS	301	235	9	81.1 %	5.35	0.00	22.00	301	238	18	85.0 %	5.09	0.00	22.00	301	247	18	88.0 %	5.24	0.00	22.00	301	261	16	91.9 %	6.20	0.00	30.00	301	259	7	88.4 %	6.12	0.00	30.00
0000-1600 MTWTFSS	975	610	34	66.1 %	4.91	0.00	25.00	975	666	25	70.9 %	4.54	0.00	20.00	975	751	21	79.2 %	5.15	0.00	25.00	975	821	23	86.6 %	5.60	0.00	25.00	975	847	15	88.4 %	5.89	0.00	24.00

Skim Inventory Analysis  
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RMS Inventory Report

CORE NOVAR REPORTS

Skim Inventory

The Skim Report in the core Novar system enables you to define specific daypart windows for the purpose of evaluating the percentage of inventory sold. You can specify a range of weeks to report, zones, networks, priority range, and have the option to exclude Interconnect spots from the calculations. Sub-totals are provided for each channel, and for each zone. Different variations of the report can provide average unit rate information.

Skim by Day

The Skim by Day report allows you to further break down inventory into individual days and dayparts for further refining the view of the inventory.

Daypart Analysis

The Daypart Analysis provides a detailed analysis of your inventory usage for a completed month. The report summarizes the revenue earned and inventory used according to defined dayparts, and helps you analyze the inventory usage by network and zone over a specific range of dates. This report also includes valuable information related to average spot rate, high spot rate, and low spot rate. You are also provided with spot totals for paid spots, bonus spots, and promotional spots, as well as gross and net revenue totals.

Inventory Usage by Client

The Inventory Usage by Client report reflects the total avails used by a selected client, the percentage of total avails used, whether usage was paid or unpaid, and the minimum, maximum, and average cost of those spots. This report can be sorted by AE or Channel, and run for specific networks and/or zones.

Network Spot Analysis

The Network Spot Analysis provides a detailed analysis of your inventory usage for a completed month. The report reflects inventory usage for each zone and network, and also includes valuable information related to average spot rate, high spot rate, and low spot rate (which can be used in calculating political rate information) as well as total percentage of inventory sold for each network.

This report is used to determine which networks are the weakest and the strongest in terms of revenue and inventory. You can use this information to decide whether to apply a higher spot rate to heavily sold networks, and whether to sell special packages or lower spot rates to boost inventory and revenue for undersold networks, or whether to continue offering advertising on a particular network.

## CORE NOVAR REPORTS (CONTINUED)

### Yearly Network Group Analysis

The Yearly Network Group Analysis Report provides a 12 month view of future or historical revenue analysis. This revenue analysis includes total revenue as well as average unit rate information for the 12 months specified in the report filter.

### Program Specific Inventory Report

The Program Specific Inventory report enables you to define “watch lists” of events — programs — based on program name, program type, date range, times and days of the week. The report evaluates the inventory within a selected period of time, for particular zones, and range of priority codes. A Summary Report reflects total avails for each event, sold avails, average spot cost and total cost. The Detailed Report adds Contract information, including Contract Number, Line Number, Priority, Spot Length, Unit Cost and total spots required.

## AIMS INVENTORY REPORTS

### Weekly Inventory Projections

The Check Avails option allows users to provide specific line detail to validate whether inventory is available for the parameters specified.

### Long Term Inventory Projections

The Skim Report within the Report Management System offers multiple drill down levels to provide the detail that is most relevant to the requester. Users are able to specify a number of parameters including a zone group where the inventory is returned to reflect a summary view of the zone group and network selected.

## TO LEARN MORE

For more information on Novar’s inventory management features, please contact a Harris representative at 303-476-5000 or visit [www.broadcast.harris.com/broadband](http://www.broadcast.harris.com/broadband).

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