



HARRIS[®]

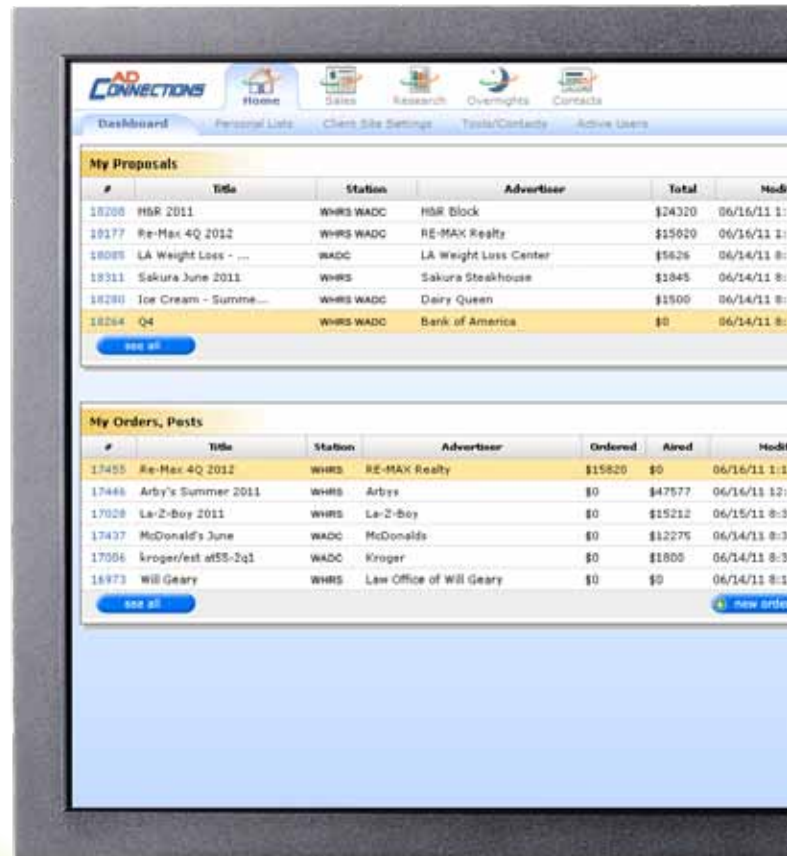
OSi-AdConnections[™]

Anywhere real-time sales



Sales success relies on the ability to deliver key ratings and selling opportunities to advertisers in the fastest, most comprehensive way. An “information-at-your-fingertips” sales system that helps to clearly articulate your station’s value against the competition is vital.

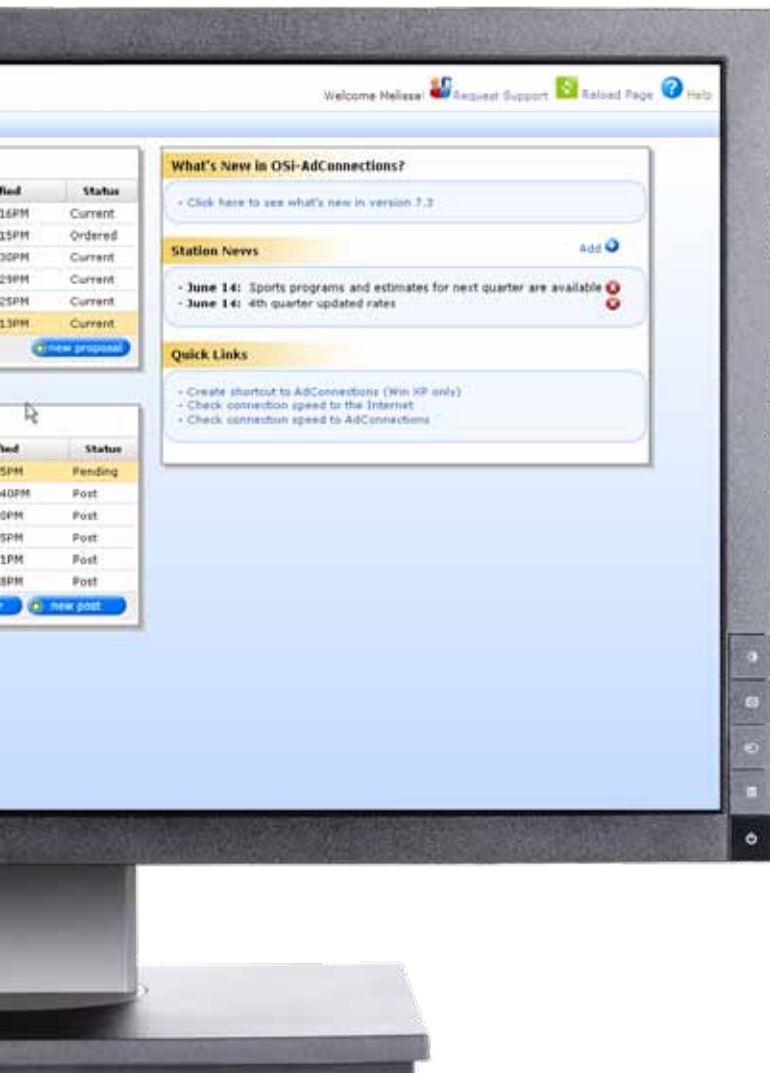
Harris® OSi-AdConnections™ sets the new standard in television research, sales and proposal systems, and is designed to ensure that every aspect of the sales process is proactive, targeted and efficient. Intuitive design, seamless traffic integration and exceptional service deliver unmatched sales capabilities anywhere that Internet access is available.



AdConnections delivers a complete, integrated, web-based solution for advertising sales, research and proposals.

Powerful Functionality Delivering Real Business Results

Managing traditional and emerging revenue streams means broadcasters must find innovative, new ways to optimize media sales. AdConnections provides timely, actionable and accurate information for making informed decisions that lead to improved profitability and net real business results.



Sell faster and smarter

AdConnections' comprehensive proposals allow stations to price and promote the value of their programming to advertisers.

- Design efficient proposals with one-click access to historical ratings and competitive programming information
- Leverage on-the-fly ratings estimates with automated rationale
- Compare buyer need rate to station rate card
- Access proposals anywhere, anytime, and share and copy proposals with just a click
- Convert proposals directly into OSi-Traffic™ without reentering the data

Analyze post-buy ratings

AdConnections provides extensive post-buy rating analysis to portray what aired, and what ratings were delivered for a contract or invoice.

- Monitor over- and under-delivery with automatic retrieval of spot time information from OSi-Traffic by invoice, contract or headline number, or by as-run spots
- Optimize sellable inventory by delivering fewer makegood ratings points
- "True Delivery" posting against updated as-run spot information directly from OSi-Traffic provides powerful schedule analysis by Nielsen® monthly, HH and LPM data



Sell better and faster with the comprehensive packaging capabilities in AdConnections. Features include tiering, multiple lengths, books, market CPP, need rate and more.



Integrate seamlessly with OSi-Traffic

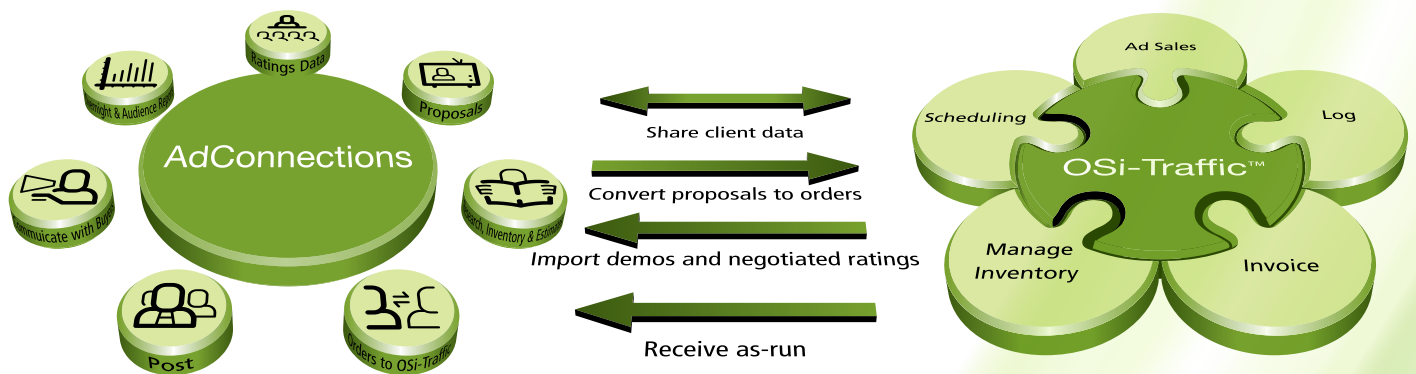
Increase sales productivity, and eliminate input discrepancies with a no-touch workflow between sales and traffic. Convert sales proposals from AdConnections directly into OSi-Traffic, and share data in key functional areas.

- Share key data including client profile, account types, section levels, product, brand codes, time period, master program title, maximum spots per day, primary and secondary demographics, negotiated ratings and thousands, and more

Embrace simplicity, flexibility and power

AdConnections means easy, instant and secure access to sales from anywhere with a hosted, web-based system that saves time and resources.

- AdConnections protects and stores your data and manages all maintenance, installations and upgrades
 - **No** IT costs
 - **No** loading data – we load ratings and other third-party data
 - **No** system administration or maintenance costs



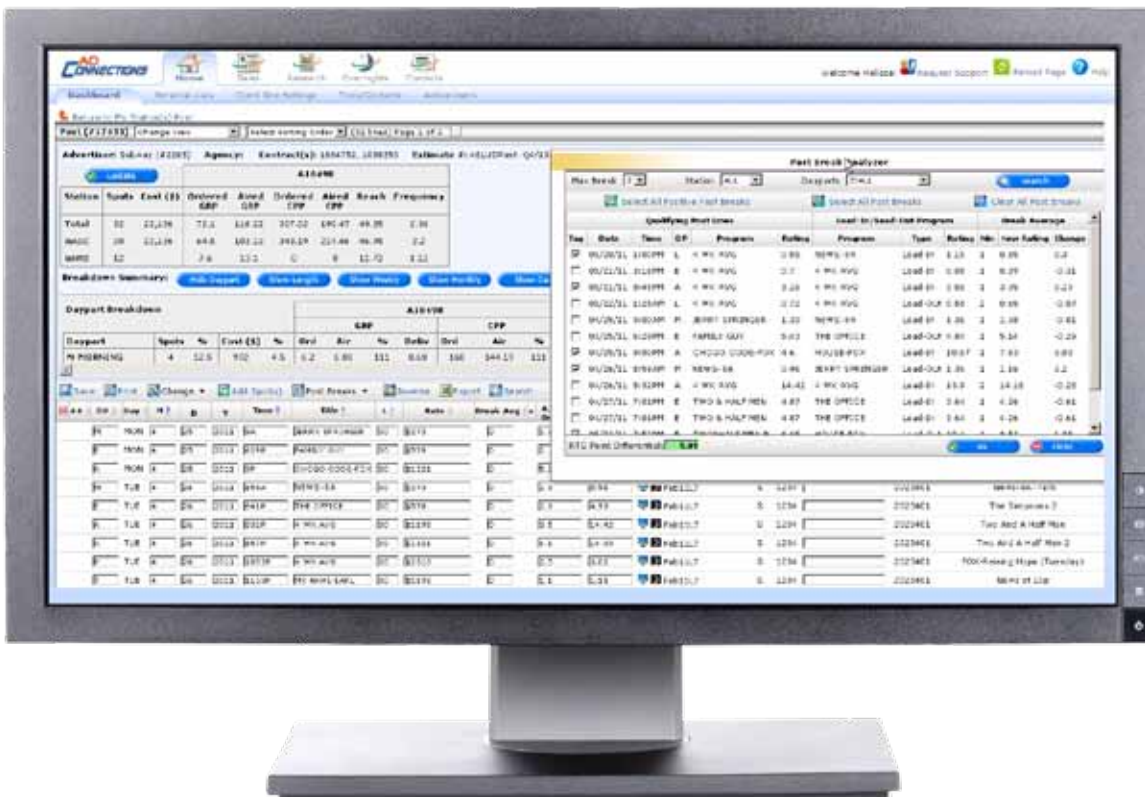
Get Connected to AdConnections

AdConnections is a highly responsive and easy-to-use system for sales across your organization. Hosted software and anywhere access deliver fully integrated, comprehensive sales proposal, research and post-buy management designed specifically for the media and advertising industry.

What Sets AdConnections Apart?

- **Unmatched integration between AdConnections and OSi-Traffic**, featuring extensive data sharing, seamless conversion of proposals into orders and simple, flexible posting
- **Extensive decision-making tools** with shared access to Nielsen monthly books and overnights, “true delivery” posting tools and visibility of multiple flights, demos and lengths for inventory maximization
- **Centralized access across multiple markets**, providing tools for sharing or consolidating research functions and programming data entry
- **Flexible reporting features and overnight report creation**, getting key metrics into the hands of users quickly and automatically
- **Experienced Client Services team** with considerable local and national television experience to ensure the highest level of knowledge and support

- Easily create and manage proposals
 - Create weekly packages as far out as 100 weeks and daily packages for up to 100 days
 - Estimate and negotiate ratings, including Nielsen monthly books and overnights, for a station or entire market on-the-fly
 - Customize programs to look at multiple spot lengths and books
 - Create multiple book averages on-the-fly
 - Allow users to see multiple flights up to 100 weeks, books, demos and lengths all at once, eliminating the need to toggle back and forth between screens to view essential information
 - Estimate and build solid rationale for high-profile programming to secure the highest rating and rate
 - Automatically build proposals by budget or GRPs
 - Summarize data by station, flight, daypart, length, month and quarter
 - Combine programming across dayparts to maximize inventory and increase selling power



Utilize true rating information in your posts for complete analysis of your delivery. AdConnections equips sales with the ability to post monthly books, skewed HH Overnights or LPM numbers. Post against updated, as-run spot information directly from the OSi-Traffic system.

- Posting
 - Post against updated as-run spot information directly from OSi-Traffic, providing powerful schedule analysis by Nielsen monthly, HH and LPM data
 - Import primary and secondary demographics and negotiated ratings line-by-line from OSi-Traffic contracts
 - Find points automatically with post-break analyzer
 - Carry out competitive posting via interface with Kantar CMR
- Research and Analyze
 - Search monthly books and overnights by PAV or TP
 - Receive automatic ratings updates with no keying needed
 - Analyze Overnights
 - Automatically schedule reports that can be circulated via e-mail in customized distribution lists
 - Track programs by date and ratings, and rank programs by ratings
 - View year-to-year and book-to-book trend comparisons
 - View Rentrak® TV ratings data
 - Connect with NetGain® business intelligence to gain insights into your key business drivers
- Manage multichannel and multimarket sales
 - Access multiple markets from a single site
 - Add programming by network, and share with affiliated sites
 - Share, delegate and consolidate research functions between station groups, multiple-market stations and corporate offices
- Communicate with buyers
 - Utilize simple, yet sophisticated proposal creation with numerous proposal formatting options
 - E-mail proposals directly to buyers
 - Benefit from industry-standard support for TAM, Proposal XML and ePort formats
- Deliver results
 - Get up and running with the industry's best training and support
 - Conveniently contact Client Services from within AdConnections, and receive a personal response within minutes



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.

For more information on AdConnections, contact us at +1 212 303 4200 or visit broadcast.harris.com/AdConnections.

Harris is a registered trademark of Harris Corporation. Trademarks and tradenames are the property of their respective companies.

HARRIS[®]
assuredcommunications[®]

Broadcast Communications Division
9800 South Meridian Boulevard, Suite 300 | Englewood, CO USA 80112 | Tel: +1 303 476 5000
broadcast.harris.com

©2011 Harris Corporation
BR_OSI_ADCONNECTIONS_1011