

# OSi-Traffic<sup>™</sup>

Sales, Traffic and Billing



Broadcasters today face the challenge of staying ahead of the competition in a rapidly changing marketplace, while maximizing revenue. The emphasis on new, nontraditional revenue streams means broadcasters must find innovative ways to optimize their media sales. It's a matter of controlling expenses, balancing new channels and diversifying revenue streams.

With the transition to digital environments, the need to maintain a competitive edge — while embracing the emerging technologies that are relevant to video consumers — is more important than ever. The good news: Harris has the technical solution that meets today's needs and provides for future growth.

## OSi-Traffic<sup>™</sup>

Harris<sup>®</sup> OSi-Traffic<sup>™</sup> is a complete traffic system that includes accounting, sales and reporting components. A Microsoft<sup>®</sup> Windows<sup>®</sup>-based application, OSi-Traffic offers an easy-to-use graphical user interface for drag-and-drop spot scheduling and real-time reporting. The system's powerful components allow you to keep expenses low and operate more efficiently — two essential ingredients for maximizing revenues.

## Centralizing Operations

OSi-Traffic is the choice for organizations moving to centralized business operations. Whether you're using a single business hub, multiple broadcast hubs, multiple business/broadcast hubs — or any combination — OSi-Traffic is designed to support it. What sets OSi-Traffic apart is its use of a single database, a single executable and a single-server platform. This allows multiple stations to be tracked from one central database of core information.

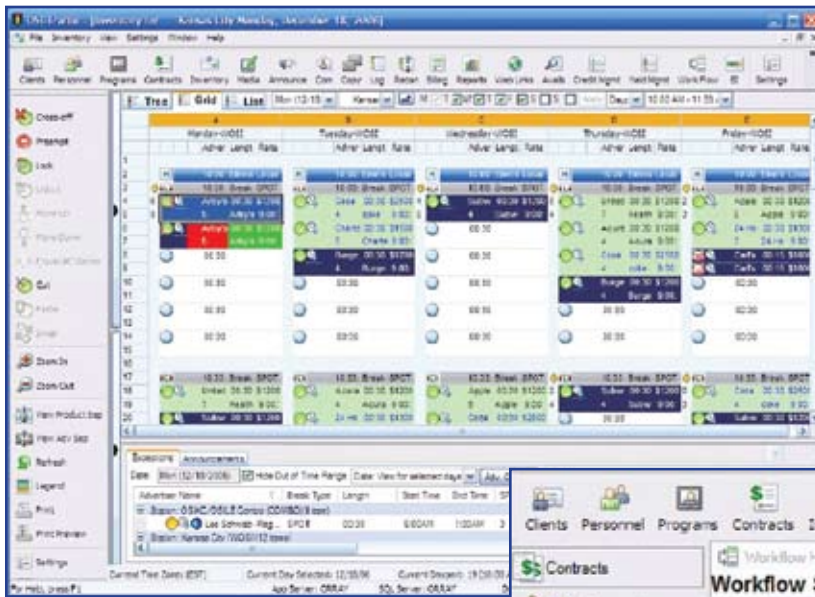
### How can centralization with OSi-Traffic help?

Here are some recent data showing how OSi-Traffic transformed one customer's operation:

- Operating Expenses: Slashed \$1.5 million in costs.
- Credits: Decreased by 41%.
- Pod Conflicts: Decreased by 83%, and associated lost revenue decreased by 73%.
- Impact of CPE Coding: Days to receive first payment decreased by 28.
- Other Costs: Decreased by 38%

### KEY BENEFITS

- Centralization options for increased operational efficiencies
- Enhanced scalability for easy addition of new channels
- Advanced multi-level workflow for control management of contracts
- Real-time link between sales and traffic
- Built-in customer credit management to control overspending
- Flexible reporting tools to maximize selling potential

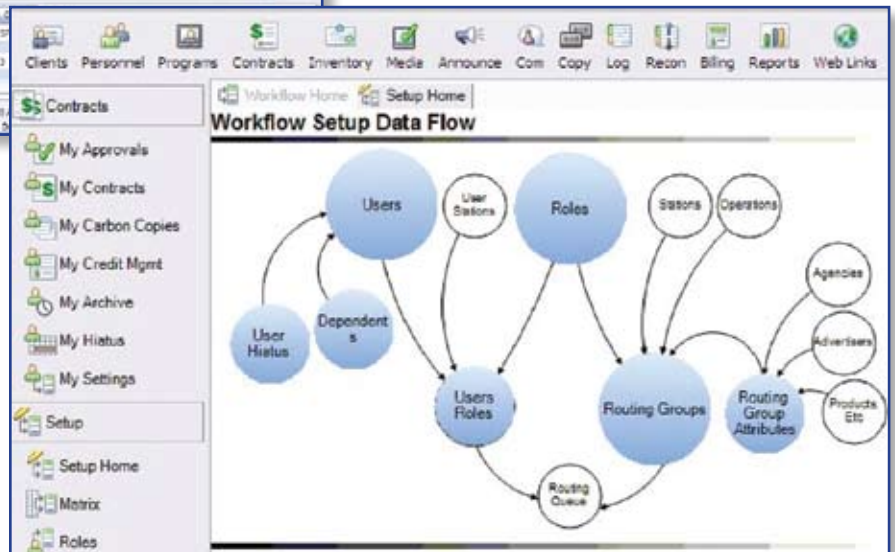


**Easy access to key information:**

Minimize data entry by dragging and dropping objects, column sorting, or opting for simultaneous windows within a color-coded, visual display. With point-and-click functionality and online user documentation, OSi-Traffic provides a user-friendly, intuitive system that produces high-quality results in a timely, efficient and cost-effective manner.

**Improved productivity with advanced workflow:**

OSi-Traffic provides multi-level electronic workflow. Contracts can be automatically routed through very specific approval paths to increase both efficiency and approval speed.



**Retrieve key information quickly and easily**

The OSi-Traffic application offers feature-rich functionality, including drag-and-drop capability, a built-in Log Wizard, the ability to lock logs in advance and a capacity for unlimited pre-logs. Combined, these features allow you to work the log quickly.

The ability to retrieve information quickly and easily from OSi-Traffic allows both the traffic and sales departments to run more effectively.

**Add new channels quickly**

Broadcasters face continual growth in the number of channels carried and the number of advertisements placed within those channels. That growth can be challenging to sales and scheduling managers. OSi-Traffic was designed to accommodate expanding channel and advertising environments. Channels can be added with the simple click of a button. Management can quickly and easily view information for all stations/channels and increase revenue potential across those environments.

# Sales

## Control contract management

OSi-Traffic offers a multi-level contract approval process designed to provide your client with greater control over contracts as they move through the workflow system. Contracts can be automatically routed through very specific approval paths to increase both efficiency and approval speed.

## Link sales and traffic in real time

Broadcasters can remain linked with ongoing sales activities through the OSi-Traffic application's integration with OSi-AdConnections™. This integration enables broadcasters to connect sales and traffic systems in real time, leading to easier implementation of electronic contracts for sales orders on a common database. The integration of these two applications assures a comprehensive approach to traditional broadcast and new media sales, traffic, electronic contracting and ratings reconciliation/posting.

## Data exchange

Broadcasters continually face the challenge of integrating multiple sales systems and enhancing workflows to minimize the need for duplicate keying entries. A historical problem limiting communication is the lack of key information from sales and traffic systems to effectively exchange synchronized data.

Harris has worked with the TVB and AAAA to define a broadcast XML file format for agencies, buying reps and channels, enabling the bidirectional exchange of information. OSi-Traffic has adopted these XML file formats into its standard electronic order process. The new format contains an extensive amount of data beyond the R100 file format, enabling new workflows that reduce the amount of manual manipulation of information.

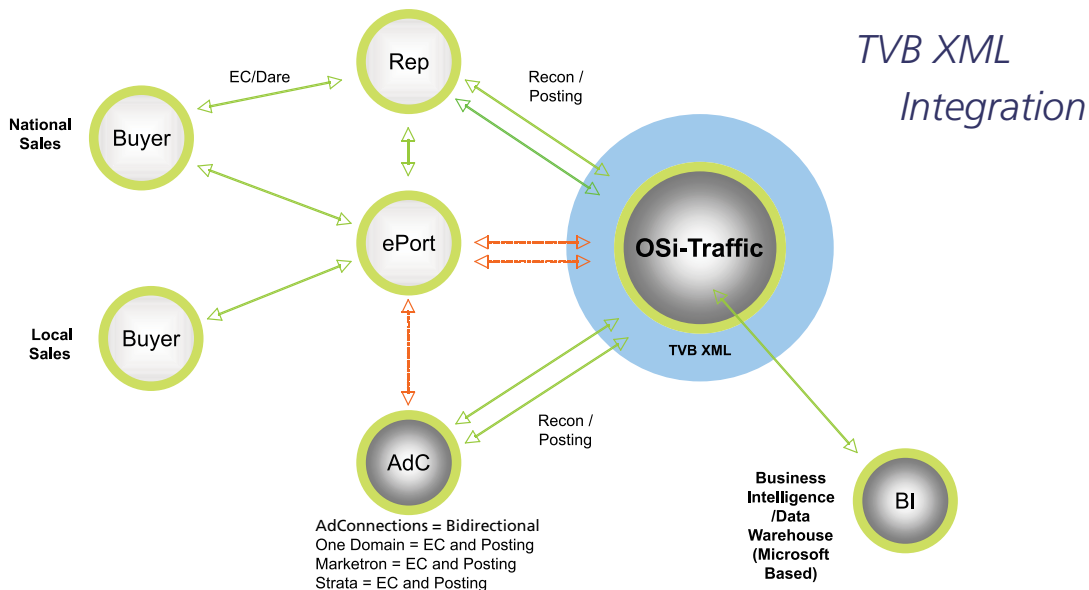
## Maximize selling potential

Are your salespeople spending too much time at their desks trying to work a complex system — when they should be out selling? OSi-Traffic tools free them to get down to business. Sales executives need real-time, reliable data in order to make shrewd decisions. They need fast, accurate information to generate more revenue. That's exactly what these integrated reporting tools provide.

The robust research and traffic features within OSi-Traffic allow your salespeople to be more efficient. Because the traffic department is able to work weeks in advance, future avails information is readily available — allowing your salespeople to maximize their selling potential. And the ability to provide accurate information to your advertising clients results in greater customer satisfaction.

## Application Highlights

- Single database — consolidated data across all your properties
- Single-channel or combined channel reporting
- Built-in Log Wizard helps maintain accuracy before locking a log
- Advanced Spot Engine to avoid conflicts between advertisements
- Ability to lock logs in advance
- Unlimited number of pre-logs can be created in advance
- Drag-and-drop scheduling
- Immediate spot and inventory information via real-time spot placement
- Multi-level electronic contract approval process
- Mass preemption of spots by program time range, advertiser
- Reconciliation changes reflected across all subsystems, such as contacts and inventory
- Same-day log changes



## New OSi-Traffic Features

OSi-Traffic is continually enhanced to improve traffic efficiency, increase productivity and expand revenue opportunities.

**Notification Services** enables seamless communication by automatically sending e-mail alerts to staff, spot times to agencies, contract changes to advertisers and missing copy to sales people.

**Master Program List** allows for similar programming to be sorted by title or genre. Within Programs, a search can be made either by Program Name or Program Number.

**Copy/Time Exclusions** allows exclusions to be attached to Programming and Client Profile, protecting against FCC violations.

**Nielsen Negotiated Ratings** enables users to input the negotiated rating from a buying system to track what was promised versus actual delivery. Users now have the ability to analyze delivery from negotiation to post.

**A/R Report Card** enables users to determine the effectiveness of their outstanding collections.

**GL Export** allows all financial activities in the Accounts Receivable component of OSi-Traffic to be generated as a GL entry, directly imported into the client's GL System.

**Interactive Reporting** gives users quick access to information by creating a customized report view. Interactive Reporting allows the user to:

- Change group settings on the fly
- Filter data easily in real time
- Add and remove groups and columns

**Interactive Preemption Report** allows users to group and sort all preemptions in an easy to navigate dashboard. Make-goods, credits and contract edits can be done directly from the preemption report.

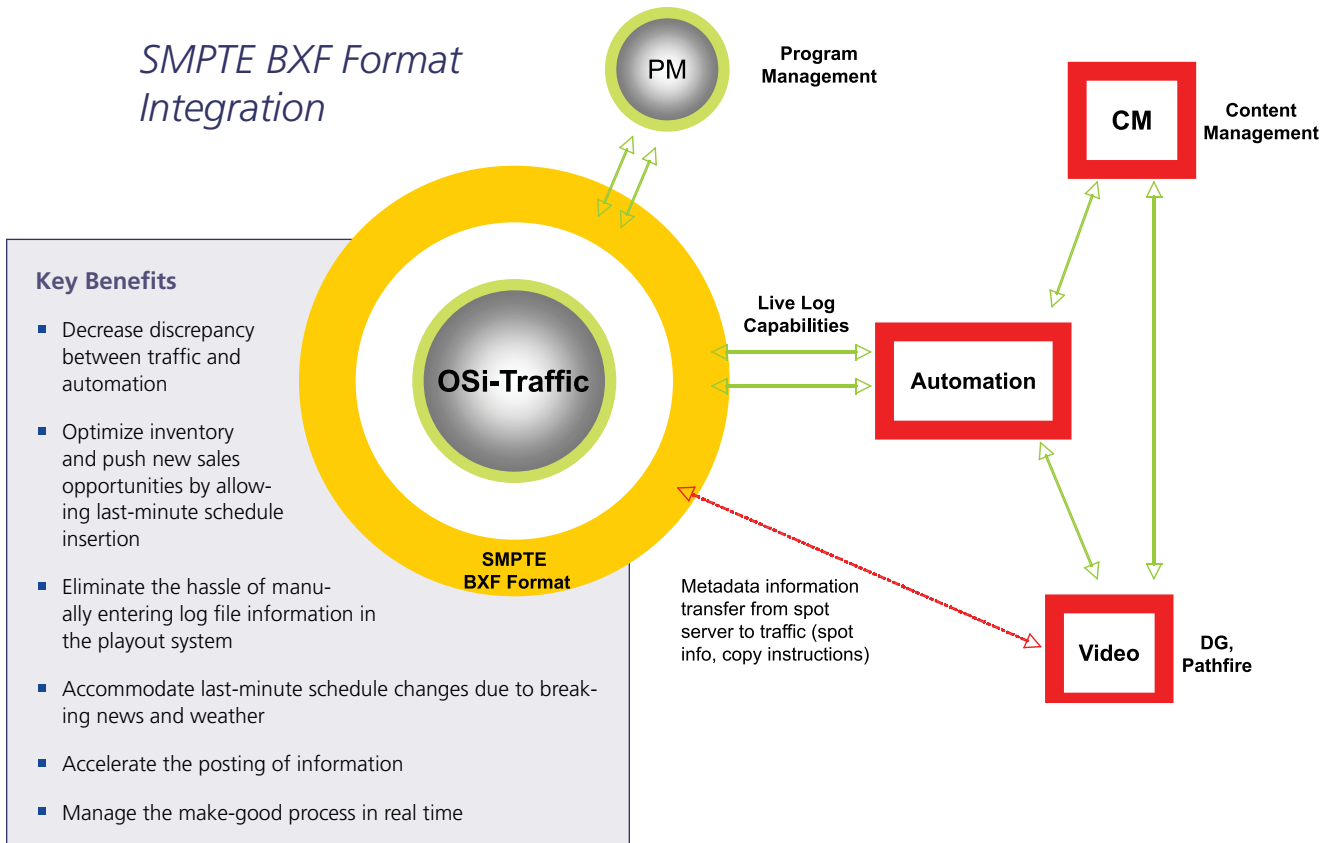
**Title Cueing** enables the ingest of both short- and long-form timing information directly from Harris® ADC™ automation. Users are able to search for a Material ID to verify if the show exists in the playout server, and check program timing and number of segments.

**Live Log** is an interoperable feature allowing OSi-Traffic and ADC automation to communicate bidirectionally. Traffic changes can be made day-of-air and will automatically update the on-air playlist.

**Mass Spot Mover** enables users to front-load or back-load spots within the week. It also allows users to mass move spots to other time periods.

**Credit Watches** allows a credit manager to place a watch on a contract, contract line or spot. Prior to locking the log, users will be notified that credit watches are in place for certain spots on the log.

## SMPTE BXF Format Integration



## OSi-Traffic Interoperability

To stay competitive in a media world of continuing change, the ability to sell spot inventory as close to air as possible is essential. Taking advantage of products, systems and services that provide interoperable workflow solutions is key to a station's success. OSi-Traffic now offers real-time interoperability between traffic, sales, billing and automation, securing faster and more efficient communication that will improve a broadcaster's bottom line.

The introduction of Live Log allows OSi-Traffic and ADC automation to send information bidirectionally between the two systems in real time. This interoperability is made possible through the use of the SMPTE Broadcast eXchange Format (BXF) software standard, which was developed to standardize methodologies for communications between traffic, automation, content management and workflow systems. Live Log allows OSi-Traffic to promptly and automatically relay 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 OSi-Traffic.

## 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.

## Warranty

Because we want to assure you that Harris stands beside its products and system solutions, our products carry a standard set of warranty services, which are competitive with — and in some cases outperform — others in the industry.

## Service Packages

We offer value-add services that allow you to customize the level of services you need in meeting mission-critical performance levels. Our service package options offer many ways to upgrade your standard warranty by choosing the All-Inclusive OnePak, or by selecting individual services from our extensive portfolio. Our service and support advisors can assist in the selection of the individual services that best suit your requirements.

<b>Sales</b>	+1 816 434 4008
<b>Support</b>	+1 816 434 4040
<b>Training</b>	+1 816 434 4060
<b>Tech</b>	+1 816 434 4090

For more information, please visit [www.broadcast.harris.com/ositraffic](http://www.broadcast.harris.com/ositraffic).

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