

# OSi-Traffic<sup>™</sup>

## Software Evaluation Criteria



# Traffic Software Evaluation Criteria

Television broadcasters face a daunting challenge to remain competitive as the explosive growth of technology alters the marketplace and the way day-to-day business is conducted.

These changes are coming faster than ever. Business practices that are now common were experimental or nonexistent just a few short years ago. The newest generation of delivery methods — HDTV, IPTV, the Internet, Video on Demand and Mobile TV — is already raising consumer expectations of how media should be experienced. In addition, commercial ratings, interactive, targeting and engagement are changing the way advertisers are buying and measuring the effectiveness of their ads.

These factors have a dramatic effect on how media and entertainment companies need to manage their business.

That's why, when evaluating a new traffic solution, it's important to choose a stable, media-savvy company that understands the changes driving the broadcast industry. That's why you should work with a solution provider that possesses the ability to react to new business models and address the unique requirements of its clients.

Harris delivers on all of these fronts. No wonder so many leading broadcast organizations have signed Harris® OSi-Traffic™ deals recently, including:

- Allbritton Communications Co.
- Catamount Broadcast Group
- Citadel Communications Corp.
- CN8, The Comcast Network
- Cox Television
- Delmarva Broadcast Service
- EchoStar Communications Corp.
- The Inspiration Network
- Nexstar Broadcasting Group
- Pappas Telecasting Companies
- Retirement Living TV
- Una Vez Mas
- Signal Media of Arkansas
- Sunbeam Television Corp.
- VTN (Victory Television Network)
- Young Broadcasting

Harris understands that traffic is the core of how you manage your business. We know that the modern, well-designed traffic system performs a wide variety of mission-critical functions. But basic traffic functionality is not enough; with today's changing market, additional features must be considered when selecting a new system — which is why our OSi-Traffic™ solution offers the industry's most robust set of capabilities.

## Take a look at the following chart to see what OSi-Traffic™ can do for you.

### Productivity Tools and Automated Functions

Additional channels brought about by expanded digital bandwidth and changing business models have increased the transaction load to traffic departments without a corresponding increase in budget. To compensate, today's traffic systems need to offer features that simplify or automate many of yesterday's manual tasks. These capabilities include:

	OSi-Traffic™	Competitors
Rules-based notification services to automatically deliver information such as spot times, contract confirmations and reports to external parties (agency/advertiser)	✓	?
Program format sharing across stations to reduce human errors and data-entry time by eliminating duplication of format entry	✓	?
A customizable UI to allow users to interact more efficiently with the system; e.g., adjust inventory grid colors, inventory views, workflow routing groups, contract formats	✓	?
Flexible channel configurations — such as network and combo —to allow sharing of both program and sales information across stations	✓	?
True network/affiliate scheduling across stations while still allowing local affiliate-specific data	✓	?
Efficient inventory management across multiple log days, up to 5 days on a single screen	✓	?
Rainout logs for both network and affiliate schedules	✓	?
Rules-based services to automatically initiate reports and distribute them to appropriate internal user	✓	?
Easy-to-manage security groups to allow for single point of entry and maintenance	✓	?

## Revenue Enhancement Tools

Station revenue can be enhanced either by expanding sales opportunities or by controlling receivables, write-offs and inventory loss through unnecessary make-goods. To facilitate these capabilities, look for a traffic system that provides:

	Osi-Traffic™	Competitors
Consolidated billing, credit and collections reporting to support central credit checking and control and minimize group write-offs	✓	?
Support for nontraditional revenue; i.e., website advertising tracking and billing	✓	?
Inventory management and optimization tools that accurately track available inventory, optimizing spot placement and inventory utilization	✓	?

## Consolidation Capabilities

New business models require systems that can easily and quickly add and support new distribution channels — including HD, streaming Internet and mobile — and may be run as individual units, a single hub, multiple hubs or any combination. Your traffic system should provide:

	Osi-Traffic™	Competitors
A single database to support information gathering and analysis for both individual stations and the corporation as a whole	✓	?
A proven, consolidated database that runs multi-station configurations — including network/affiliate combo — without sacrificing performance	✓	?
The ability to add new channels easily and quickly to support expanding advertising environments	✓	?

## System Integration

While traffic is the central control for station business operations, in today's fast-paced and transaction-heavy environment it's more important than ever to have tight integration with sales, programming, financial and automation systems. These integrations can eliminate the discrepancies and errors created by duplicate data entry, as well as shorten the lead time for ordering spots for broadcast. Among the features to insist upon:

	Osi-Traffic™	Competitors
Sales and research system integration — OSi-AdConnections™ and OSi-Traffic™ are tightly integrated.	✓	?
Automation playout system integration — BXF-based integration with Harris® ADC-1000™ playout automation supports live update of both playout schedule and as-run information.	✓	?
Content ingest and management integration — Integration of an operational ingest system provides the traffic system with frame-accurate segment timings (Title Cueing). This information can then be used to provide a frame-accurate timed log to the ADC-1000 playout automation system.	✓	?
Rep integration — Electronic contract interchange with Telerep and the ability to integrate with the Harris® Repline™ product allow exchange of all contract information. This data exchange takes into account all necessary contract approvals.	✓	?
General ledger integration — Export of invoicing and accounts receivable information integrates with most general ledger systems.	✓	?
Programming system integration — Program schedule information integrates with OSi-Traffic™ in a nonproprietary format.	✓	?

## Product Strategy

Convergences of technology are changing the way consumers interact with media and the way advertisers deliver their message. To best serve its clients, the traffic vendor must understand the impact of these changes across the total business, and develop a solution that meets today's needs while facilitating the delivery of rich media across multiple networks, channels, formats and devices. Methods to achieve these goals include:

	Osi-Traffic™	Competitors
A client advisory board that provides advice on system development. A percentage of development resources should be dedicated to ongoing, non-paid product enhancement for the television market to ensure that the product continues to meet the market's requirements.	✓	?
A product architecture designed for the emerging needs of television and cable network groups. Expanding distribution methods require a system architecture whose fundamental design is scalable and based upon multichannel content and advertising distribution.	✓	?

## **ONE Company for Workflow Solutions Throughout the Broadcast Chain**

Harris is the ONE company delivering interoperable workflow solutions across the entire broadcast 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 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.

<b>Los Angeles</b>	+1 310 377 6308
<b>New York</b>	+1 212 528 2373
<b>Kansas City</b>	+1 816 434 4008

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

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Broadcast Communications  
4393 Digital Way | Mason, OH USA 45040 | Tel: 1 (513) 459 3400  
[www.broadcast.harris.com](http://www.broadcast.harris.com)

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