SOLUTIONS FOR ADVANCED NETWORKS
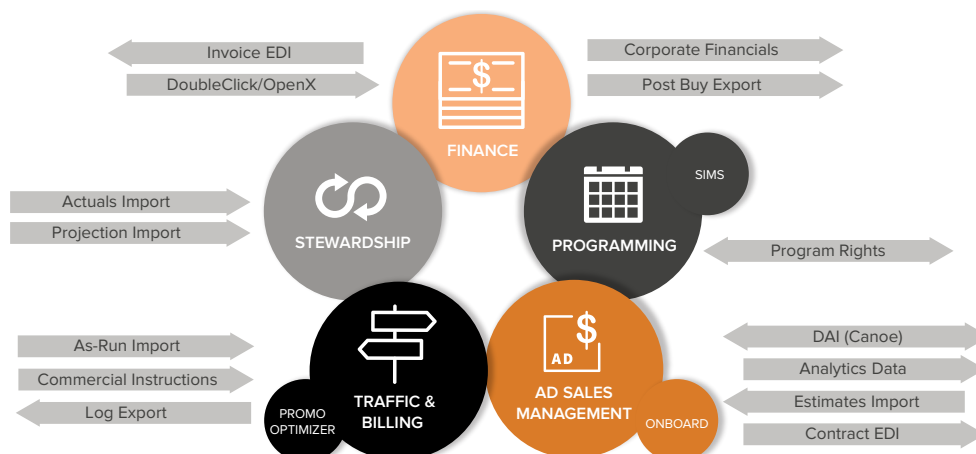
BROADWAY OVERVIEW

Broadway is an end-to-end, contemporary and proven software platform dedicated to serving the cable/advanced television networks and program originators. Broadway provides a single platform to manage ad sales, traffic operations, promotions, stewardship, programming and finance, with seamless integration between modules that enables you to maintain a smooth workflow across your entire operation. Data is easily exchanged with external systems, expanding the flexibility of the system beyond the core application.

THE PLATFORM DELIVERS SIGNIFICANT BENEFITS TO A NETWORK'S ADVERTISING OPERATIONS GIVING THEM:

- Better decision-making capabilities
- More effective and efficient business management
- Strategic ability to meet future business needs
- Lower total cost of ownership

Working together with the SintecMedia product suite, Broadway is tightly integrated with SIMS—our Programming and Rights Management System—and OnBoard—our web-based sales platform and client portal. This unparalleled integration gives you complete insight and operational control of your entire broadcast business with our solutions.

Invoice EDI
DoubleClick/OpenX
Corporate Financials
Post Buy Export
FINANCE
Actuals Import
Projection Import
STEWARDSHIP
SIMS
PROGRAMMING
Program Rights
As-Run Import
Commercial Instructions
Log Export
PROMO OPTIMIZER
TRAFFIC & BILLING
AD SALES MANAGEMENT
ONBOARD
DAI (Canoe)
Analytics Data
Estimates Import
Contract EDI

SALES MANAGEMENT

Broadway's Sales Management module is an efficient workflow-enabled management solution that provides networks with the tools to effectively manage the complexities associated with multiple ratecards, new sales inventory, diverse packages and changing advertising sales practices. Sales Management enables you to:

- Easily create, import and/or maintain multiple ratecards based on the Nielsen building block approach, so you can be more precise in the pricing and sale of your network's advertising inventory.

- Develop sales proposals in support of agency or advertising campaigns and create customizable packages using the flexibility to combine sales elements.

- Leverage integrated, dynamic, real-time program-format-based inventory data to make more informed decisions resulting in more effective use of inventory.

TRAFFIC & BILLING/PROMOTION

Broadway's Traffic & Billing and Promotion Optimization modules are fully integrated with Programming, Sales Management, Stewardship and Reporting modules, enabling greater productivity for a network's ad sales operations team. Some of the key features include:

- Revolutionary billboard management capability that enables flexibility in the position of the billboard relative to the corresponding commercial, network rules, pre-emption/credit and horizontal/vertical move management, independent of its associated commercial.

- Flexible workflows data structures and rules-based application intelligence to accommodate last-second changes to programs, schedules and orders.

- Schedule and manage new secondary events including Squeeze, DV, logo, CC and bugs on the log for import by your automation system, and track them through to billing.

- Promotions campaign planning tools that allow you to define campaign goals for a wide variety of targets.

- Advanced calculations that consider promotion campaign target demographics and ratings to determine when and where to place each promo for maximum results.

- Detailed performance reports to gauge promotion campaign effectiveness against targets.

STEWARDSHIP

Broadway's integrated and real-time Stewardship system enables a network to more precisely and cost-effectively manage its delivery against client commitments, with the goal of better satisfying deal obligations while maximizing advertising yields. With Stewardship, you can:

- Easily accommodate different agency measurement requirements using Nielsen overnight, Commercial Ratings (C3, C7 and others) or future ratings sources with Stewardship's flexible rating source functionality.

- More precisely deliver on client obligations and make efficient use of available inventory.

- Model effectiveness of prior campaigns against various demographics.

- Calculate effective trailing liability for a network in real time using various methodologies.