



MEDIAPRO IS YOUR TAILOR-MADE, FLEXIBLE AD SALES SOLUTION

THE MEDIAPRO SALES SYSTEM FOR TV & RADIO LINEAR ADVERTISING EMPOWERS SALES HOUSES, TV & RADIO NETWORKS AND BUYING AGENCIES WITH EFFECTIVE ADMINISTRATION OF THE END-TO-END AD SALES CYCLE.

## BENEFITS

- Develop and implement optimum pricing strategies
- Realize and optimize the best revenue yield for your available TV & Radio inventory
- Enable informed business decisions by providing real-time TV & Radio airtime information to both buyers and sellers
- Manage commercial airtime campaigns for multiple channels and cross-channels
- Ease change management by customizing solutions for your business practices
- Get customized suggestions for system and workflow improvement points to streamline your operation

## ADDED VALUE:

- Easily customized to fit client needs and market model
- Intuitive features to support management of the entire TV & Radio sales process
- Support of any Pan-European sales model
- Integration with third-party spot optimizers
- Powerful native Autoslotter to automatically place 90% or more bookings
- Integration with agencies' campaign management systems
- Parallel support for multiple territories/countries of the same company
- Agency access to MediaPro

## FLEXIBLE MEDIAPRO ARCHITECTURE

