



# OPERATIVE

COLLATERAL



## COMPLETE SOLUTIONS FOR MEDIA MANAGEMENT

With major shifts in how media content is consumed and how advertising is sold, broadcasters today need a platform that allows them to monetize audiences wherever they're consuming content. Systems, processes and teams must be connected and cooperate smoothly, and technology must give them visibility into their entire business and the power to grow strategically.

**OnAir is the only complete solution that unifies people, platforms, divisions and operations, enabling broadcasters to focus on revenue growth and streamline operations.** By combining all major operations including sales, traffic, programming, promo management, rights management, scheduling and billing into an integrated all-in-one system, OnAir enables media companies to leverage their assets and airtime across linear and nonlinear channels.

Scaled for your business and tailored to your needs, OnAir offers the best in breed solutions for the media industry all from one trusted vendor.

### ALL-IN-ONE MEDIA MANAGEMENT

#### AD SALES



From inventory and rate card management to proposal and deal management to audience-based selling to sales automation and workflow – OnAir offers the most robust Ad Sales System available today.

#### TRAFFIC & BILLING



Centralize and streamline operations across multiple channels, markets and media platforms. Fully integrated with sales, programming and promotions, OnAir Traffic can manage your linear and nonlinear distribution with a single solution.

### PROGRAM MANAGEMENT



Gain complete control over acquired and produced content. OnAir gives you centralized access to your content portfolio – titles, rights, media information and financial terms – and the planning tools to maximize profits.

### PROMO OPTIMIZATION



OnAir provides tools to effectively promote your content via targeted promo campaigns. Our optimization mechanism places your promos in the most efficient location to reach your campaign targets while minimizing airtime waste – thus maximizing revenue. OnAir also ensures that the right promo is placed to promote the correct content.

## RIGHTS MANAGEMENT



OnRights manages rights in/rights out for traditional and new media rights across multiple platforms, territories, languages and formats. Gain complete visibility into your contracts for acquired, commissioned or original content.

## LONG TERM PLANNING AND SCHEDULING

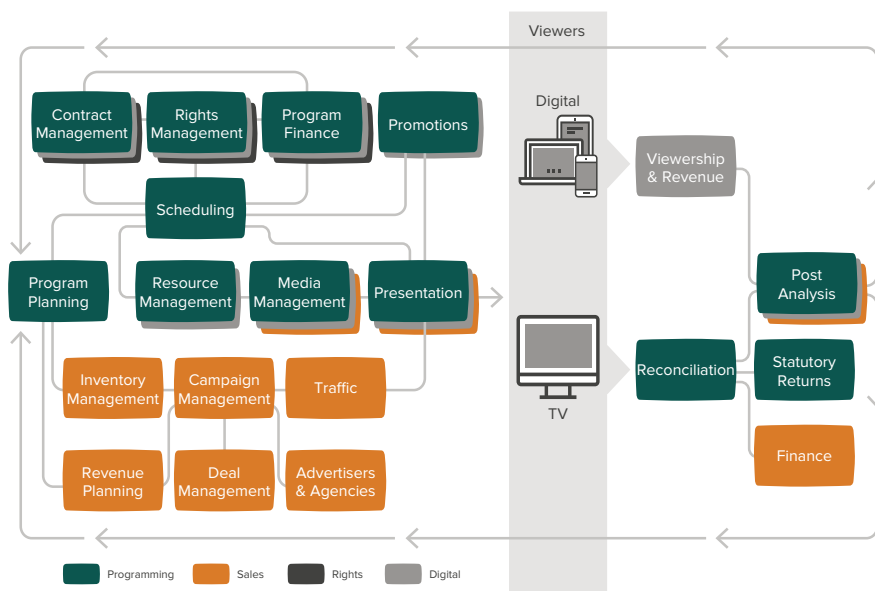


Plan and schedule programs, commercials, promotions and secondary events for any channel structure. Ensure compliance with program limitations and distribution rights. Avoid content waste and last-minute purchases by monitoring program stock.

## DRIVING INNOVATION IN MEDIA BUSINESS SOLUTIONS

SintecMedia offers the broadest product suite in the industry. All our solutions are integrated to work together and provide complete media management for your business. Media companies of all sizes can take advantage of OnAir's unique architecture to manage their commercial operations. Built on one platform, and utilizing one database, OnAir guarantees that all your business information is accurate, up-to-date and available immediately across your organization.

Extensive configuration, scaling and customization capabilities make OnAir as versatile as it is powerful. Adapt OnAir to fit the way you do business and easily evolve as your business grows rather than the other way around. Available as an on premise or hosted solution, OnAir can be customized to fit the scale and needs of all media companies large or small. Available as a standalone system or via the cloud, OnAir can be customized to fit the scale and needs of all media companies, large or small.



## OUTSTANDING SERVICE

SintecMedia services experts bring deep industry and product knowledge to your project. We deliver complex projects on time and within budget. With rigorous data security and optional 24-hour support, we have a dedicated team of professionals that work with you to ensure your BMS software is seamlessly installed and meets all the needs of your business.