## INTEGRATED BROADCAST MANAGEMENT SYSTEM

Vast human effort and outdated software can no longer handle today's broadcasting management challenges: the only effective way to move forward is to use one program to operate your entire business. IBMS replaces multiple disparate systems with a centralized information hub designed to keep your broadcast business running at peak efficiency.

With over 800 professionals around the globe, vast experience and the broadest portfolio of business management solutions in the industry, Operative is the leading provider in the BMS market. We can and will tailor IBMS to match your business model, interfacing with third-party software, configuring individualized partitioning and user rights and setting up automatic notifications using our workflow engine. IBMS is available in two subsystems, IBMS Content and IBMS Sales, which can be used separately or together.

PROGRAMMING

AD SALES

RIGHTS

TRAFFIC

PROMOTIONS

IBMS

FINANCE

PRESENTATION

ANALYSIS
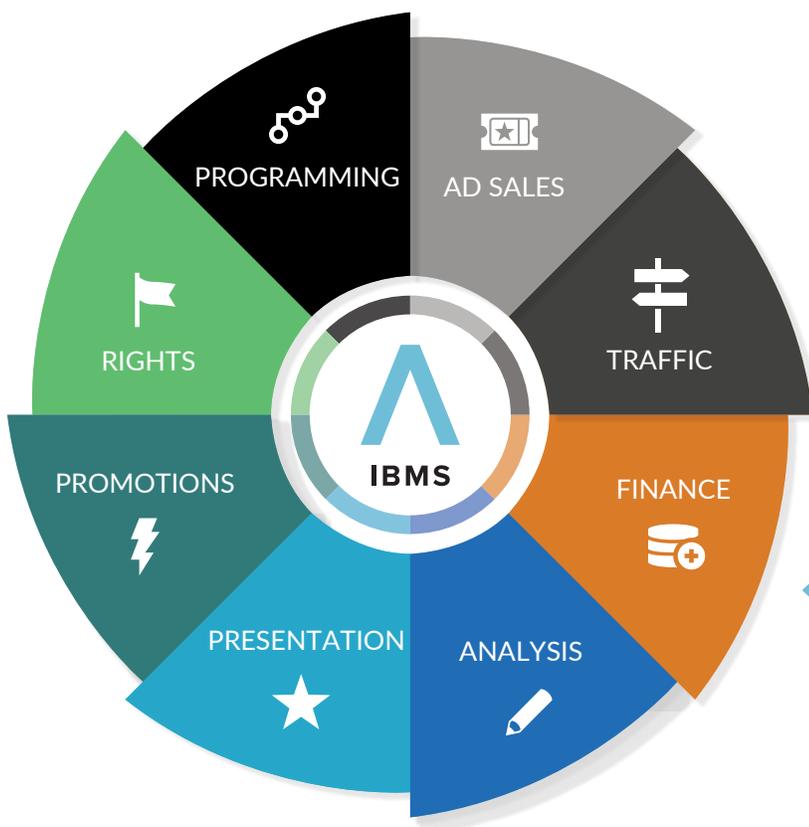
IBMS

A central database acts as the core for distributing and managing information across the organization

IBMS CONTENT

Complete business management for the entire content lifecycle Schedule and manage assets throughout the entire broadcast lifecycle, from acquisition to post-production, transmission, reconciliation and finance.

Acquisitions and Rights Management Ensure all acquired or commissioned content is utilized while deal terms are met and contractual compliance is maintained.

Program Planning and Scheduling Plan and produce ready to air schedules. Genre based planning, program groups, repeat patterns, multi-channel scheduling and schedule rules minimize overhead.

OnDemand Scheduling Bring efficiency to all non-linear scheduling; includes an Automatic Catch-up feature. Incorporating full real-time integration with our Advanced Rights system and Linear module, OnDemand seamlessly orchestrates vast assets across multiple platforms and rights, shepherding assets successfully through their lifecycle of preparation and platform on-boarding, all while carefully highlighting exceptions. Includes the following features: platform hierarchy, rule-based scheduling, auto categorization, multiple views, media management, trailers and images, pre/post roll scheduling, and substantial reporting, analysis tools, alerts and notification features.

Program Finance Identify underutilized inventory, explore multiple schedule scenarios, apply complex amortization schemes, review content inventory balance sheets, compute royalties, track payments due and generate payments.

Promotions Administer the promotion process, from planning and production through optimized scheduling. Build promotion campaigns. Compile make lists, allocate the workload, and link promotions to planned programs, themes or genre. Automate and optimize promotion scheduling based on ratings or targets.

Media Management Create, track and QC media. All media formats supported, including video, audio, closed captioning and interactive content.

Automated Reconciliation Import playout details and compare what actually aired to the original transmission schedule and address discrepancies.

IBMS SALES

Fully integrated support for all advertising sales and traffic activities IBMS Sales supports the full spectrum of advertising sales, including inventory and revenue planning, proposals and orders, preemptions, make goods and billing.

Inventory and Revenue Definition Package commercial airtime inventory as any combination of event specific, events packaged, daypart, program break or time based. Define rates and custom discounts/surcharges by time, spot, daypart, program, break, CPP or CPM.

Campaign Management Manage the complete sales cycle including proposals, confirmed bookings, approval, automatic booking, and ratings for all campaign types.

Sales Force and Account Management Set sales targets, caps, approval requirements and other criteria for individuals and groups, and review performance. Maintain advertising accounts including contractual agreements, billing and discounts.

Automated Spot Placement Book orders automatically, incorporating campaign data on priority, product clashing, separation, exclusion and rotation rules. The system monitors to ensure spots are optimally booked and can move bookings to create availability.

Sales and Traffic Integration Automated communication between Sales and Traffic ensures that events and actions are communicated across the organization.

Post Transmission Analysis and Reporting Generate hundreds of reports, including airtime sales performance and programming efficiency, to ensure regulatory scheme compliance.