



# OPERATIVE

## INFO SHEET

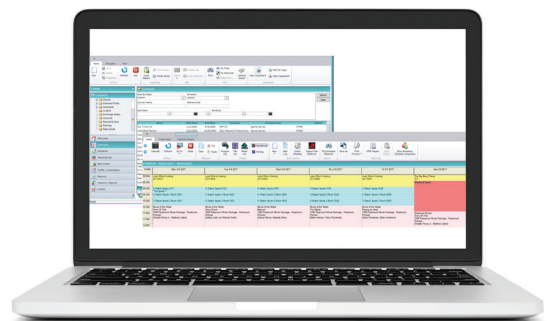


### COMPLETE CONTROL OVER CONTRACTS, RIGHTS, SCHEDULING, FINANCIALS AND FORECASTS

SIMS is the leading program management solution for top media companies around the world. It empowers broadcast stations, cable networks and group owners with the advanced technology to effectively manage scheduling, contract rights and finances of their program assets on one centralized and secure system. Working seamlessly with the SintecMedia product suite, SIMS also directly supports the OnAir and Broadway platforms. Our SIMS product will supercharge your broadcast business with complete, competitive insights and automated operational control.

#### BENEFITS

- Administration of Content Rights and Finance
- End to End Multi-Platform Scheduling
- Seamless Integration
- Built in Reporting Solutions
- Highly Customizable, Meeting Your Business Needs



#### FEATURES

- **Financial Tools:** are compliant with internal, industry and governmental requirements (FCC, CRTC, Sarbanes-Oxley, etc.)
  - Create easy, user-defined reports for program schedules, financials and forecasts
  - Calculate, project and propose amortization at the contract, title level or title window level
  - Robust security options give system administrators the ability to configure access by user
- **Rights and Restrictions:** manages all contractual obligations
  - Share all contracts across multiple stations, channels or networks and track rights to content during scheduling
  - Establish media libraries with associated approval workflows
- **OnDemand Scheduling:** provides maximum flexibility in on-demand content package creation
  - SIMS Scheduling employs powerful tools to manipulate daily playlists

**Coupled with Operative/Broadway promo optimization engines, SIMS presents the perfect fit for not-for-profit broadcasters like religious, public and educational television.**