



OPERATIVE

INFO SHEET



COMPLETE SOLUTIONS FOR BROADCAST TRAFFIC MANAGEMENT

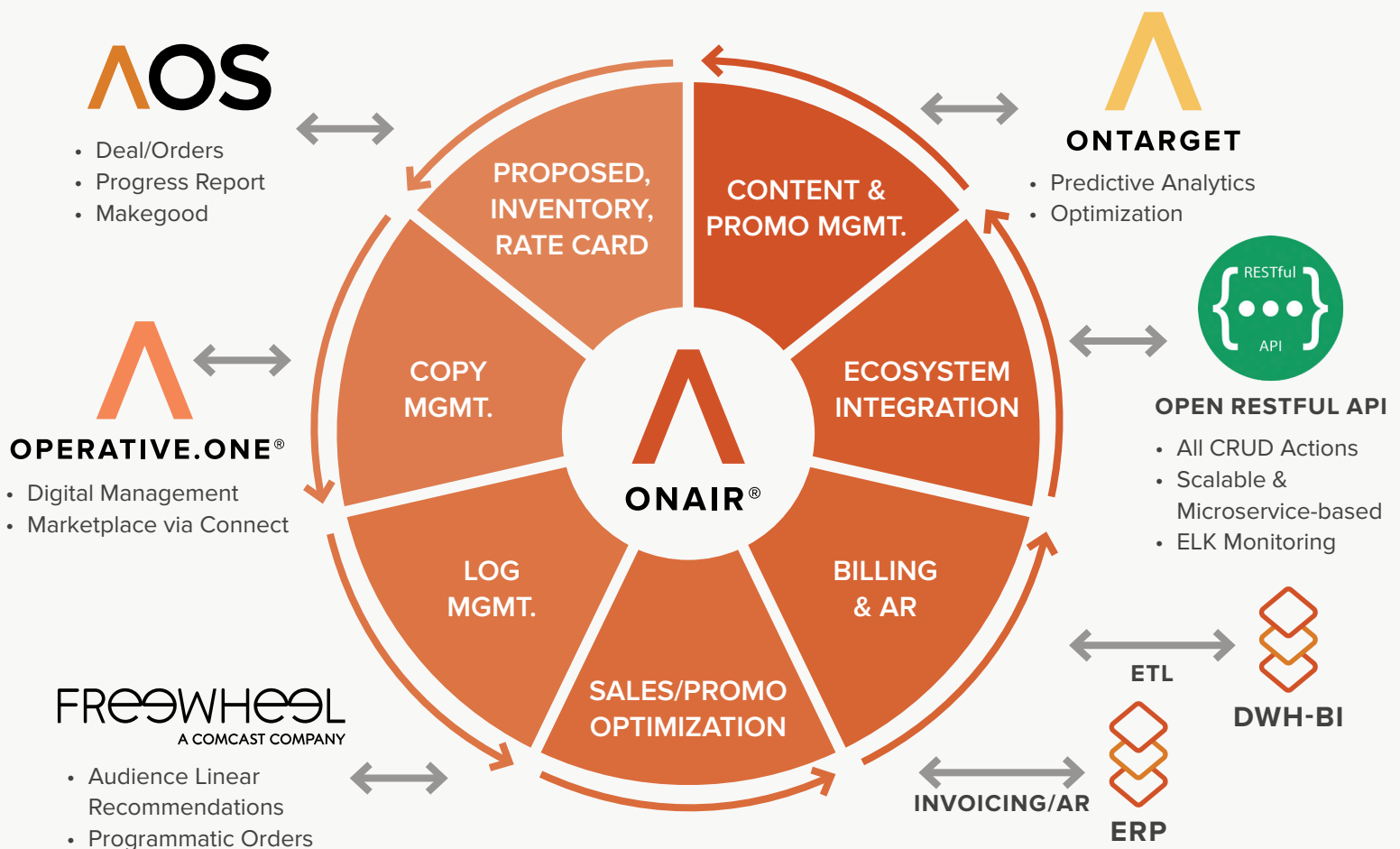
Have you encountered the recent challenges of the industry, trying to maximize the yield across channels, avoiding cannibalizing your inventory while supporting various sales methods (Fixed Spots vs. Rating) and delivery methods of both Primary and Secondary ads? With the major shifts in how media content 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.

OnAir is the only all-in-one solution that addresses ever-changing challenges and new revenue opportunities for media companies.



ONAIR BUSINESS MANAGEMENT BENEFITS:

- Supports any sales method and market.
- Airtime optimization engine increases revenue stream by scheduling commercial campaigns efficiently.
- Smooth Commercial Assignment – Pattern/Percentage/Spot methods while complying with required S&P.
- Open, scalable architecture with comprehensive open RESTful API support.
- Tracking of achievement of campaign targets and requirements.
- Weekly/Daily inventory is managed in real-time, assisting the broadcaster in gauging sales performance.
- Eliminates redundancy, enabling smooth network operations.
- End-to-end support for all traffic and finance functions.
- Integrated configurable/customized billing & AR to support any invoicing policy.
- Support for multilingual, currency, network and channels.
- Reduces customization costs and time using its extensive configuration & customization layer.



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 distribution with a single solution.

SALES DEAL MAINTENANCE

OnAir supports your entire sales cycle, from Ratecard and Ratings Management to real-time Inventory Management and Analysis to Proposal creation to Approval to Deal Maintenance and Makegood/ADU management to external reporting and interfaces to stewardship/posting – all in one singular database and user interface (i.e., no “syncing” of data is required).

ADS & PROMO OPTIMIZATION

OnAir provides tools to effectively promote ad placement and your other content via targeted campaign management. Our optimization mechanism places your spots 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.

CONTENT & RIGHTS 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.