

We supply broadcast traffic solutions that meet the real needs of the broadcaster. Our ENTERPRISE solution is a fully integrated broadcast traffic management system designed for all types of broadcasters ranging from single channel stations to larger multi-channel operations.

## Comprehensive

Our comprehensive broadcast management solutions cover all the key areas of a broadcast operation from programme licensing management, to long-term planning, advertising sales management to the transfer of frame accurate schedules direct to the automation system. Our products are not limited to the basic functions normally associated with traffic systems, our products have facilities for sponsorship management, MMS messaging, IPTV broadcasting, ratings analysis, and many more.



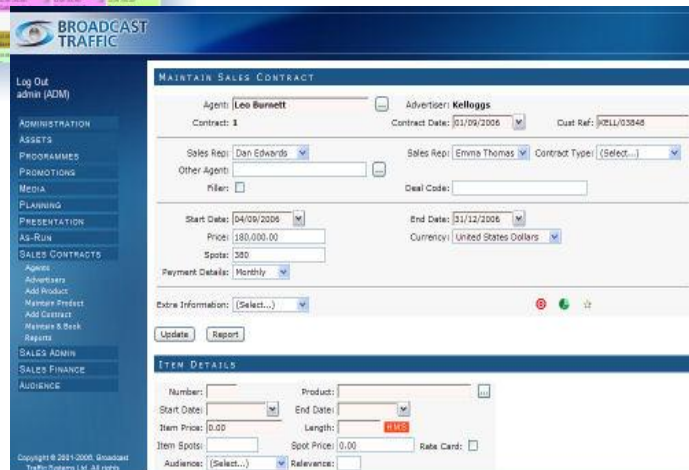
## ENTERPRISE

Enterprise is a scalable application, it can be tailored for broadcasters who require a comprehensive business solution or broadcasters who require a more standard 'out-of-the-box' solution. It is suitable for all types of broadcasters including terrestrial, cable, satellite and IPTV.

Enterprise contains all the features needed to manage a traffic scheduling and advertising sales operation, it has been built using a modular structure and as a consequence it is possible only to select those modules that are required.

## Cost Effective

We believe in supplying cost effective solutions that can be tailored to fit all budgets that provide excellent value for money. Our products are developed using an open architecture and modern development tools designed to operate on all hardware and database platforms. Investment in our products is guaranteed because of our commitment to on-going research and development process with direct input from our clients.



## Proven

Our products and services are proven, not only because they are in live operation at broadcast stations in locations throughout the world but also because of our stringent quality assurance methods that ensure we deliver stable and secure software. We provide quality solutions that are designed to be easy to use and robust, our commitment to client feedback and market research ensures our products are also future proof.



## Broadcast Traffic Systems

Established with the sole intention of supplying traffic solutions to the broadcast industry, BTS have offices in the United Kingdom and in California, USA and a network of worldwide agents.

We have clients in Europe, South East Asia, the Middle East and in the Pacific Islands. Our senior staff have worked in television organisations in Europe, Asia and the United States, as a consequence we are in a position to provide systems that cater for the differing needs of different geographical regions.

We develop applications using modern technology with the emphasis on making applications easy to use, with browser technology we are able to provide software delivery and customer support using the Internet. Our objective is to offer scaleable and cost-effective solutions suitable for single and multi-channel broadcasters.

## ENTERPRISE

### General Features

- Multi channel, region and currency.
- True multi-language with data input and all screen text in any language.,
- Browser environment with remote connection.
- All screen text, menu, security reports are customisable.

### Licensing Rights Management

Enterprise is able to ensure that broadcasters make full use of assets by maintaining accurate records of all contractual and financial information relating to titles and episodes. When coupled with scheduling modules the system is able to track availability periods and runs taken and then automatically update amortisation values for each title.

### Program Management

A comprehensive database holding information relating to all program material, this includes multiple titles, synopsis, cast, and awards. Guidelines such as viewing rules, censorship and certification are stored to control the scheduling process. Episodes can be generated at the click of a button with no limit on the number that can be created.

### Promotion & Filler Management

The system holds an extensive database of promotion material which includes details such as title, music usage, version and so on. It is possible to associate promotion material to programs, a link that can be used in analysis. Promotions can be quickly generated from schedule events and an in built workflow process is used to notify promotion

### Product Management

Integrated with the advertising sales module, a powerful product management module is used to maintain data relating to commercial products. Products can consist of commercials to be aired in a schedule or other types of product such as billboards. Key information held includes product clash rules, commercial rotation and scheduling rules.

### Material Management

Enterprise is able to manage a traditional media library through facilities such as the recording of media movements, maintaining multiple libraries and managing duplication and 'wipe' operations. We can provide label printing and bar-code processing facilities to assist in the material tracking process.

### Program Planning

Outline schedules can be maintained as templates that hold the preferred schedule content, rules and budget for each slot. The live programme planning section involves the selection of program content for inclusion in the schedule, the integration Program Rights ensures that only valid content can be selected. Facilities are provided to schedule series and repeat patterns across a range of dates to speed up the scheduling process. Customisable graphical layouts allow users to easily create and maintain long-term plans.

### Transmission Scheduling & As-run Reconciliation

Frame accurate schedule preparation that is used to control the transmission of content. Features such as time-checking, online analysis and the automatic insertion of logos (bugs) are standard. Time can be easily filled using several automated promotion placement routines. Seamless integration between scheduling and advertising sales avoids last-minute merge problems and allows ad-sales a longer period of selling. Post-transmission logs can be accepted from automation equipment and automatically verified to check that all events were transmitted. As-run logs are used to update program transmission history and advertising sales information including invoice processing.

### Advertising Sales Contract Management

The sales process from proposal to booking is covered in one area. Sales proposals and contracts can be quickly created and spots placed either selectively or via an automatic placement routine. Spot placement is immediate allowing reports and analysis to be produced showing planned and actual spot placement.

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### Advertising Sales Finance

The billing process is triggered by the input of a post transmission log (As-Run Log). This causes invoices to be created using a user defined billing cycle. Features are available to export invoices to external ledger systems if required.