SOFTCAST

Software for Broadcast

Technical Document

Release Version 1.0

Product Sheet

SC-ADSales

Application Module

SC-ADSales

SC-ADSales is an add-on component to **SC-SchedulePlanner** traffic application and has been developed for the complete management of advertising sales contracts, campaign revenue and advertising schedules. **SC-ADSales** is designed to fully meet the growing needs of all the advertising media: local and/or national dealers, TV and radio channels.

With the **SC-ADSales** component, the management of advertising contracts becomes simple and intuitive. **SC-ADSales** is the reference point for the automatic generation of the invoices, or to transfer data to the operators integrated billing or accounting software.

A complete list of features allows the user to plan the advertising contracts based on fixed or rotation planning. **SC-ADSales** manages daily, weekly or monthly planning.

SC-ADSales allows the system operator to edit each data element of the advertising contract. Commercials, promotional messages, sponsorships, animation graphics can be managed with **SC-ADSales**.
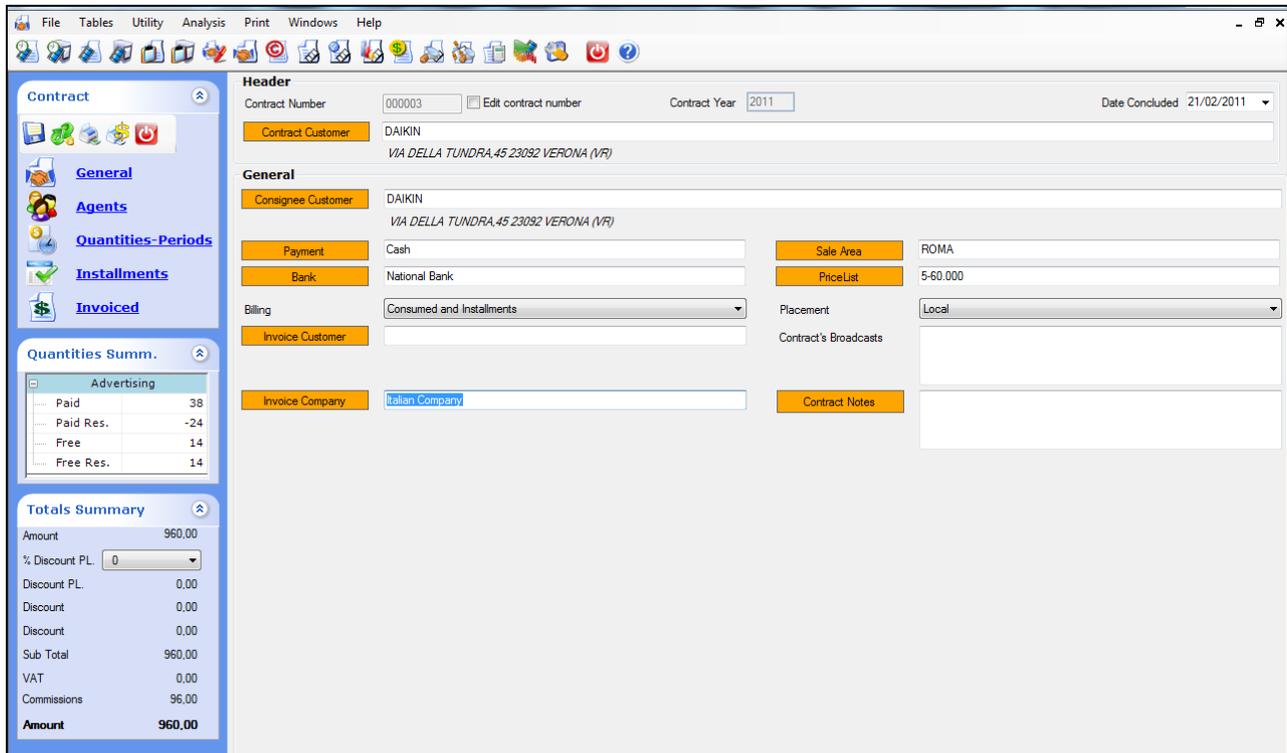
SC-ADSales generates reports, including contracts, air times and advertising playlist in order to provide certification of the future broadcasts. All reports can be sent by e-mail or be exported to different formats.

Key Features

- Management of advertising contracts;

- Price list;

- Customizable planning periods;

- Agent commission calcualtor. Agency discounts;

- Reports for contracts and air time;

- Pre-contract and advertising booking;

- Advertising playlist and last second changes;

- Integrates to 3rd party billing or accounting software;

- Full control of user rights.

Management of advertising contracts

SC-ADSales allows the user to manage different formats of advertising contracts. The data input interface can be customized with a big quantity of optional fields.
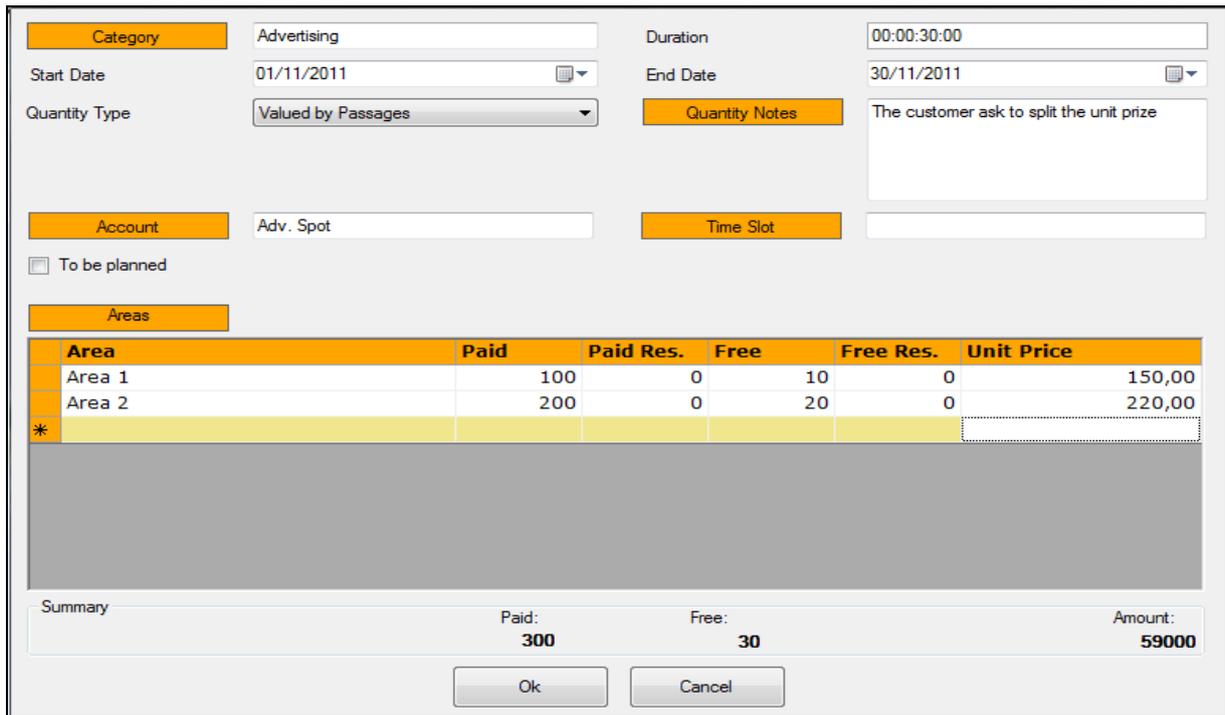

The contractual data, starting from customer, bank, agents, tax rates, financial accounts, payments and discounts can be exported to the billing or accounting software.

SC-ADSales manages multi-channel and multi-type contracts, in this way with a single input is possible to control the advertising planning on radio or tv stations, in one or more channels.

Price list

SC-ADSales allows the user to manage the unit price for commercials on the contract (Pic.2) or using a price list. With this second option the price is set on the air time and its variations follow the rules defined by privilege, duration, time of year or amount of the contract (Pic.3).

In this way is very easy to manage the commercial policy for seasonal price lists, or for specific programs, or for last minute sales.
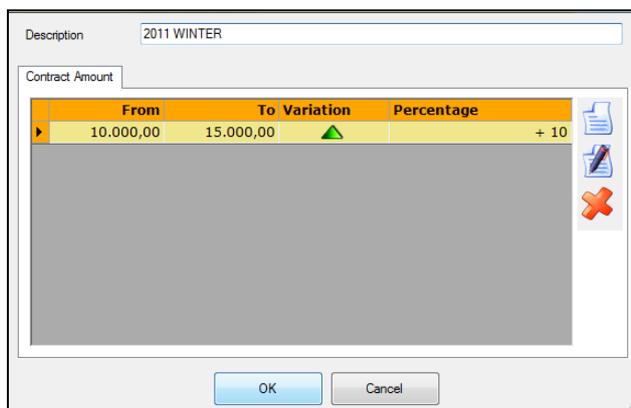

(Pic.2)

(Pc.3)

Customizable planning periods

SC-ADSales manages advertising planning, providing the user the ability to choose the type of rotation: daily, weekly, monthly, at fixed times or custom.

SC-ADSales allows the user to add privileges in order to insert the advertising at the top and / or the rear of the advertising break;

SC-ADSales allows the user to control product type and the daily overcrowding

SC-ADSales includes a distribution wizard that helps the user automatically find empty advertising breaks where he or she can place and advert from a campaign.

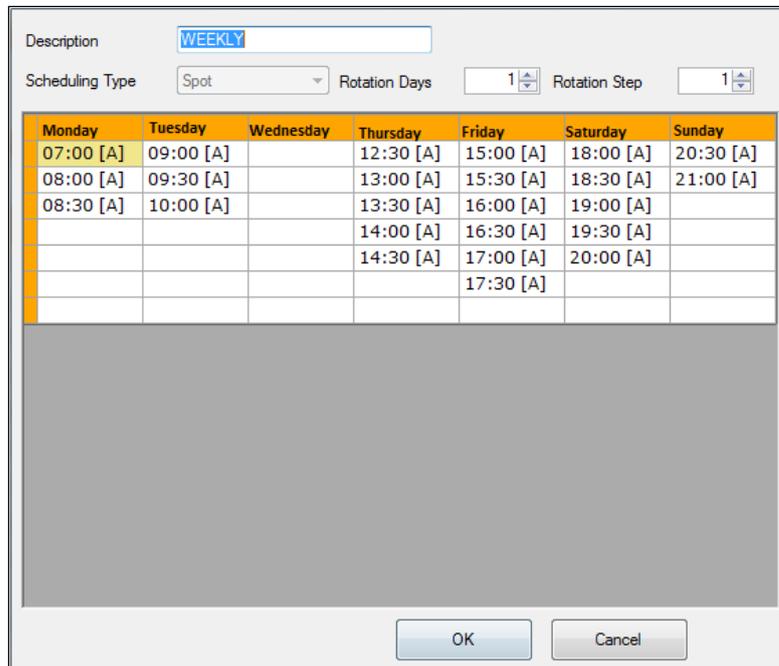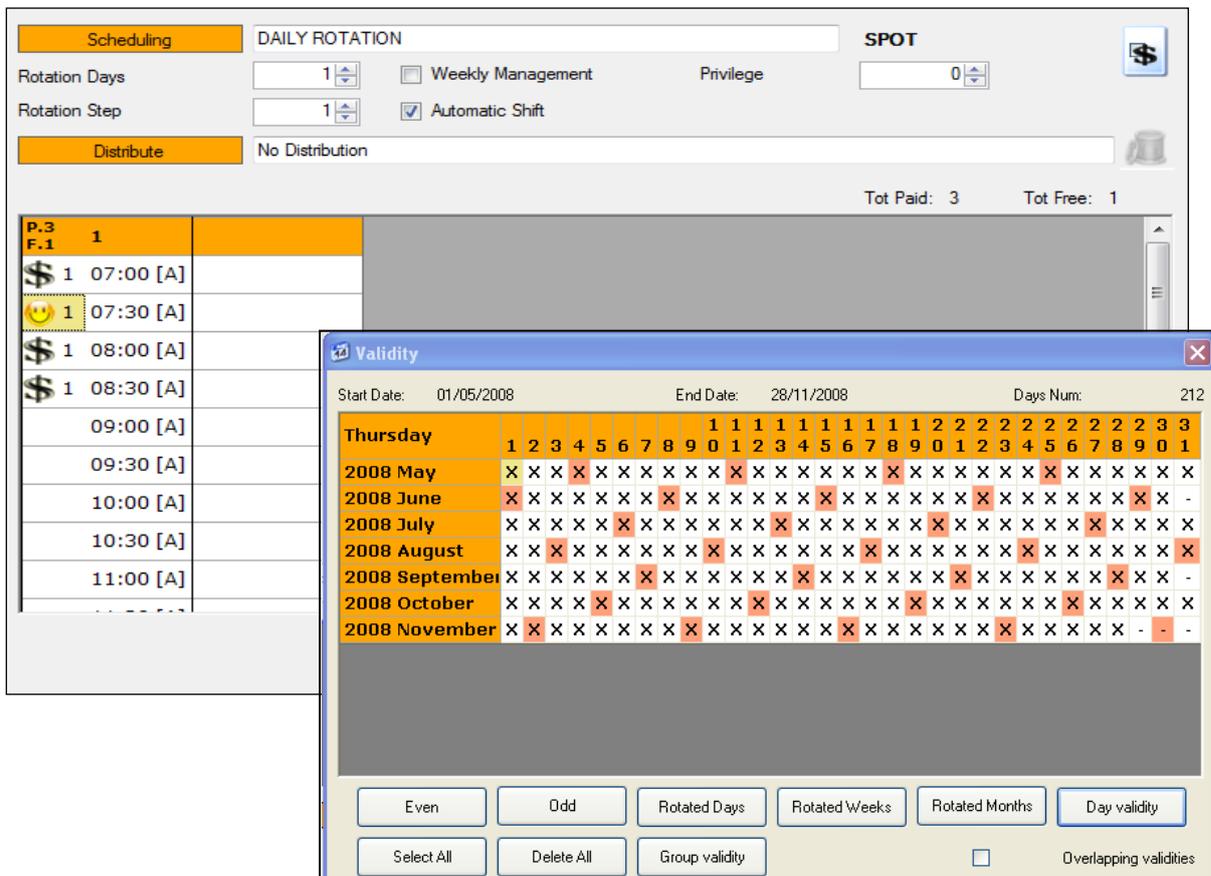| Description	WEEKLY						
Scheduling Type	Spot		Rotation Days	1	Rotation Step	1	
Monday	**Tuesday**	**Wednesday**	**Thursday**	**Friday**	**Saturday**	**Sunday**
07:00 [A]	09:00 [A]		12:30 [A]	15:00 [A]	18:00 [A]	20:30 [A]
08:00 [A]	09:30 [A]		13:00 [A]	15:30 [A]	18:30 [A]	21:00 [A]
08:30 [A]	10:00 [A]		13:30 [A]	16:00 [A]	19:00 [A]	
			14:00 [A]	16:30 [A]	19:30 [A]	
			14:30 [A]	17:00 [A]	20:00 [A]	
				17:30 [A]		

OK   Cancel

Scheduling	DAILY ROTATION		SPOT	
Rotation Days	1	Weekly Management	Privilege	0
Rotation Step	1	Automatic Shift		
Distribute	No Distribution			

Tot Paid: 3   Tot Free: 1

P.3 F.1	1	
$ 1	07:00 [A]	
☺ 1	07:30 [A]	
$ 1	08:00 [A]	
$ 1	08:30 [A]	
	09:00 [A]	
	09:30 [A]	
	10:00 [A]	
	10:30 [A]	
	11:00 [A]	

Validity

| Start Date: | 01/05/2008 | End Date: | 28/11/2008 | Days Num: | 212 |

Thursday	1	2	3	4	5	6	7	8	9	1 0	1 1	1 2	1 3	1 4	1 5	1 6	1 7	1 8	1 9	2 0	2 1	2 2	2 3	2 4	2 5	2 6	2 7	2 8	2 9	3 0	3 1
2008 May	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2008 June	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	-
2008 July	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2008 August	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2008 September	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	-
2008 October	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2008 November	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	-	-	-	-

Even	Odd	Rotated Days	Rotated Weeks	Rotated Months	Day validity
Select All	Delete All	Group validity		☐ Overlapping validities	

Agent commission

SC-ADSales effectively manages agents and agencies sales commissions.

These commissions can be defined per channel, or per total amount of the contract or only a part of it.

SC-ADSales allows the managing of commissions with multiple levels, introducing the concept of area manager and agent.

SC-ADSales using reports and clear analysis allows the user to keep monitored the agents commission.

Reports for contracts and air times

SC-ADSales includes a complete list of reports for advertising contracts.
All these reports can be exported in the most popular formats, like PDF, XLS, or sent by email by connecting to your personal address book.

Very useful is the report of planning that the user can send to the customer as confirmation of the schedule of the contract, as well as certification of the future broadcas

Pre-contract and advertising booking

SC-ADSales provides the user an easy and intuitive workflow which includes advance booking of advertising space, which can later be confirmed in order to become a billable advertising campaign.

Using the function of pre-contracts the user can manage customers who want to fill advertising space but have not yet decided on the content of their campaign.

These pre-booked slots are easily recognizable in advertising and daily playlist in order to obtain their confirmation before the real broadcast.

Type	Start Time	Title	Contract Cus	Scheduling Notes	Duration
	07:00:00:00	NEWS EDITION			00:20:00:00
	07:20:00:00	Tony Braxton in concert tony braxton			00:00:30:00
	07:20:30:00	Tony Braxton in concert tony braxton			00:00:30:01
	07:21:00:01	Tony Braxton in concert tony braxton			00:00:30:01
	07:21:30:02	FREE SPACE			08:38:29:23
	16:00:00:00	BOOKING: NEW FIAT 500	FIAT	Booking by Fabio Berton	00:10:00:00
	16:10:00:00	Beautiful			00:15:00:00
	16:25:00:00	D&G THE ONE FOR MAN			00:00:20:00
	16:25:20:00	FOOTBALL MATCH			01:15:00:00

13:00	13:30	14:00
00:02:02:17 13:00	00:01:51:23 13:30	00:02:21:23 14:00
BMW SERIES 3	BMW SERIES 3	BMW SERIES 3
EXPERT	D&G THE ONE	DAIKIN
CARPETS	EXPERT	CARPETS
DAIKIN	CARPETS	D&G THE ONE
DALI A	DALI B	DALI A
		EXPERT

Advertising playlist and last second changes

08:00	08:30	09:00	09:30	10:00	10:30
00:02:22:14 08:00	00:01:10:21 08:30	00:01:20:21 09:00	00:03:44:07 09:30	00:03:34:07 10:00	00:03:34:07 10:30
Jingle START	Jingle START	Jingle START	Jingle START	Jingle START	Jingle START
INFINITI FX	ARMANI JEANS	ARMANI JEANS	DAIKIN	DAIKIN	DAIKIN
DAIKIN	DAIKIN	BRAVO	INFINITI FX	BMW SERIES 3	BMW SERIES 3
ARMANI JEANS		BMW SERIES 3	DAIKIN	INFINITI FX	INFINITI FX
BMW SERIES 3			ARMANI JEANS	IPHONE 4S	ARMANI JEANS
IPHONE 4S			BRAVO	ARMANI JEANS	BRAVO
			IPHONE 4S	BRAVO	IPHONE 4S
			INFINITI FX	BMW SERIES 3	BMW SERIES 3
				INFINITI FX	INFINITI FX

SC-ADSales allows the user to manage the advertising playlist separately from the daily playlist. In this way it is more intuitive and simple to optimize distribution in order to avoid schedule overcrowding of a particular ad type by managing movements and deletions and checking the correct position of spot with privileges. The commercials are inserted one after the other in the columns that identify the air time of the break (Pic.10)

Using different colors **SC-ADSales** suggests to the user, how to improve the creation of the advertising playlist.

Insertions, deletions and movements are simple and immediate operations. **SC-ADSales** includes functions for automatically filling of house jingles, promos and commercials.

Any change to the playlist is immediately ready for the broadcast, in order to manage the last second insertions

Export to billing or accounting software

SC-ADSales allows the user to collect all the financial data pertaining to a specific period, through a list of user defined filters, in order to obtain a table of pre-billing.Invoices are generated automatically and the user can also export all data to billing or accounting software.
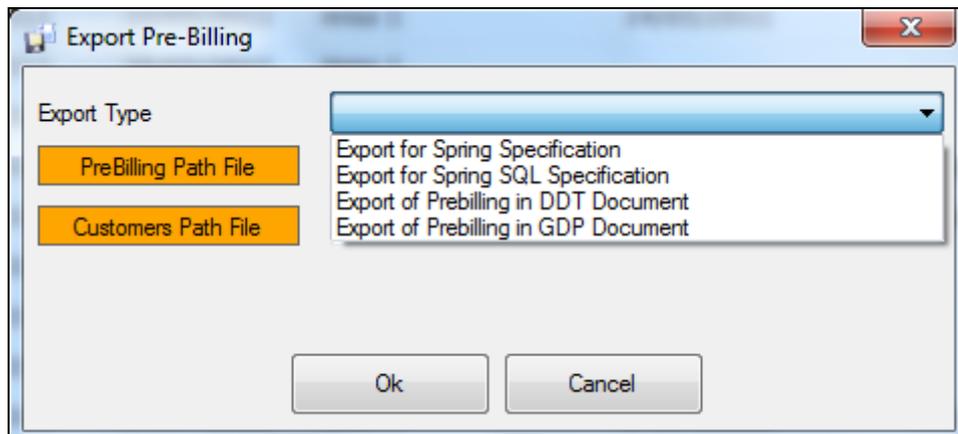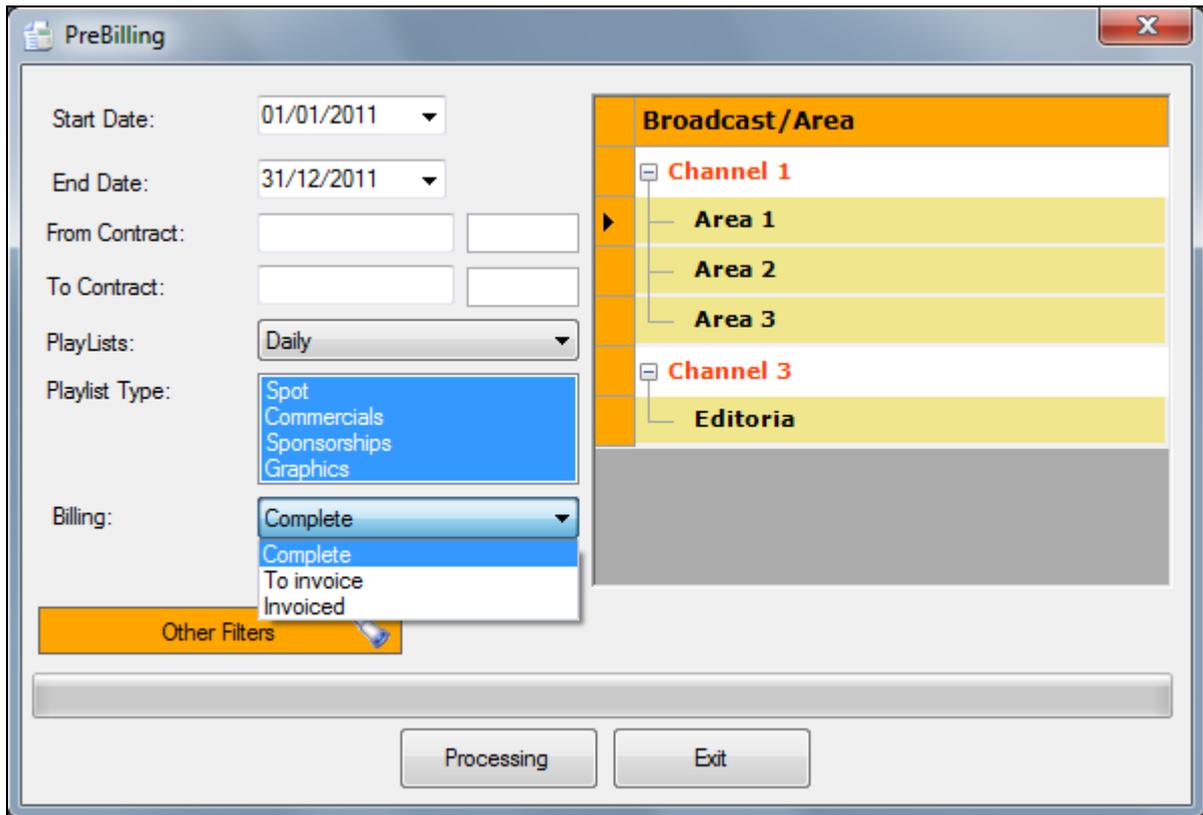
Full control of user rights

SC-ADSales allows the user to completely manage the program access rights and to create different profiles for different user categories, dividing them by office type.

For more information or a system demo contact SoftCast.