



SOFTCAST

Software for Broadcast

Technical Document

Release Version 1.0

Product Sheet

SC-ADSales

Application Module

<http://www.softcast-technology.com>

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**.

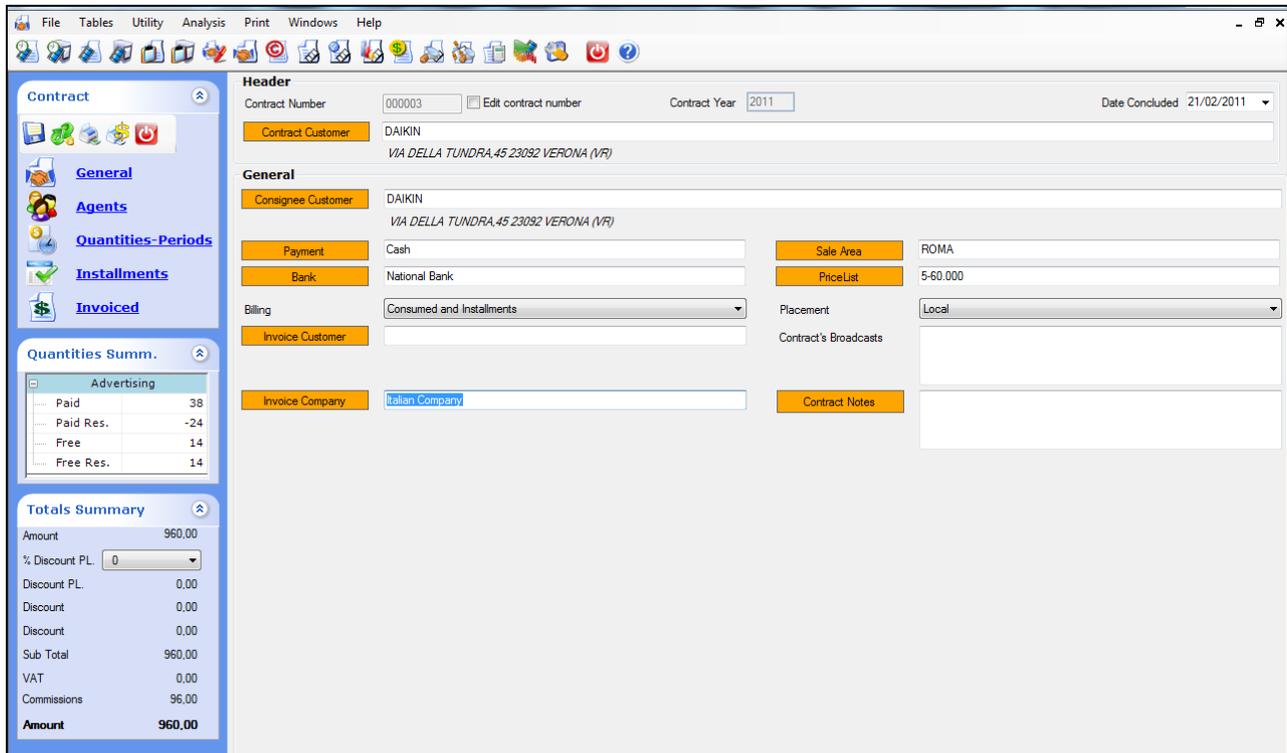
SC-ADSales generates reports, including contracts, air times and advertising playlist in order to provide certification of the future broadcasts. All reports can be sent by e-mail or be exported to different formats.

Key Features

- Management of advertising contracts;
- Price list;
- Customizable planning periods;
- Agent commission calculator. 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 screenshot displays the SC-ADSales software interface for managing advertising contracts. The window title is "Contract" and it features a menu bar with options: File, Tables, Utility, Analysis, Print, Windows, and Help. The main interface is divided into several sections:

- Contract Header:** Contract Number: 000003, Edit contract number (checkbox), Contract Year: 2011, Date Concluded: 21/02/2011.
- Contract Customer:** DAIKIN, VIA DELLA TUNDRA,45 23092 VERONA (VR)
- General:** Consignee Customer: DAIKIN, VIA DELLA TUNDRA,45 23092 VERONA (VR)
- Payment:** Cash
- Bank:** National Bank
- Sale Area:** ROMA
- PriceList:** 5-60.000
- Billing:** Consumed and Installments
- Placement:** Local
- Invoice Customer:** (empty field)
- Contract's Broadcasts:** (empty field)
- Invoice Company:** Italian Company
- Contract Notes:** (empty field)

On the left side, there are two summary panels:

- Quantities Summ.:** Advertising table with columns: Advertising, Paid (38), Paid Res. (-24), Free (14), Free Res. (14).
- Totals Summary:** Amount: 960,00, % Discount PL: 0, Discount PL: 0,00, Discount: 0,00, Sub Total: 960,00, VAT: 0,00, Commissions: 96,00, Amount: 960,00.

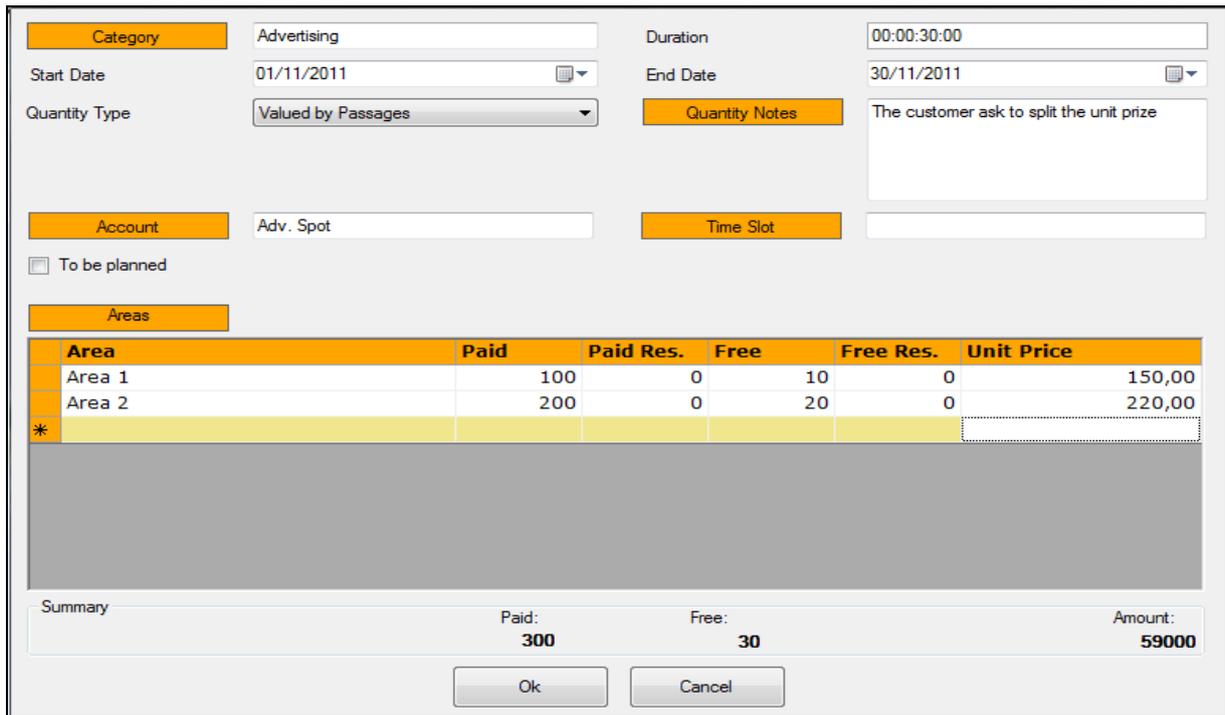
The contractual data, starting from customer, bank, agents, tax rates, financial accounts, payments and discounts can be exported to the billing or accounting software.

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.

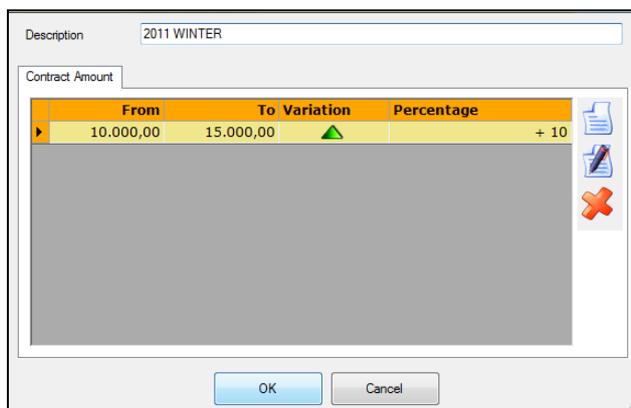


Category: Advertising | Duration: 00:00:30:00
 Start Date: 01/11/2011 | End Date: 30/11/2011
 Quantity Type: Valued by Passages | Quantity Notes: The customer ask to split the unit prize
 Account: Adv. Spot | Time Slot:
 To be planned

Area	Paid	Paid Res.	Free	Free Res.	Unit Price
Area 1	100	0	10	0	150,00
Area 2	200	0	20	0	220,00
*					

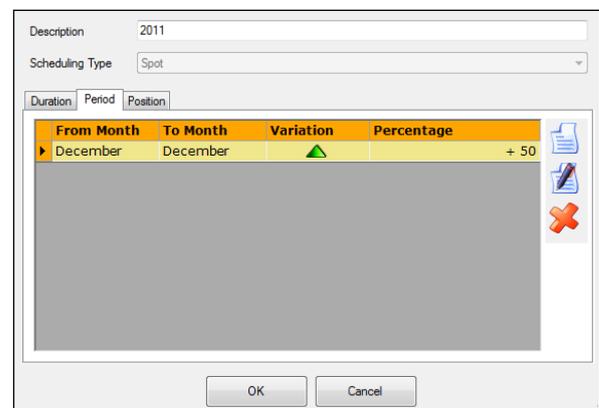
Summary: Paid: 300 | Free: 30 | Amount: 59000

(Pic.2)



Description: 2011 WINTER

From	To	Variation	Percentage
10.000,00	15.000,00	▲	+ 10



Description: 2011 | Scheduling Type: Spot

From Month	To Month	Variation	Percentage
December	December	▲	+ 50

(Pc.3)

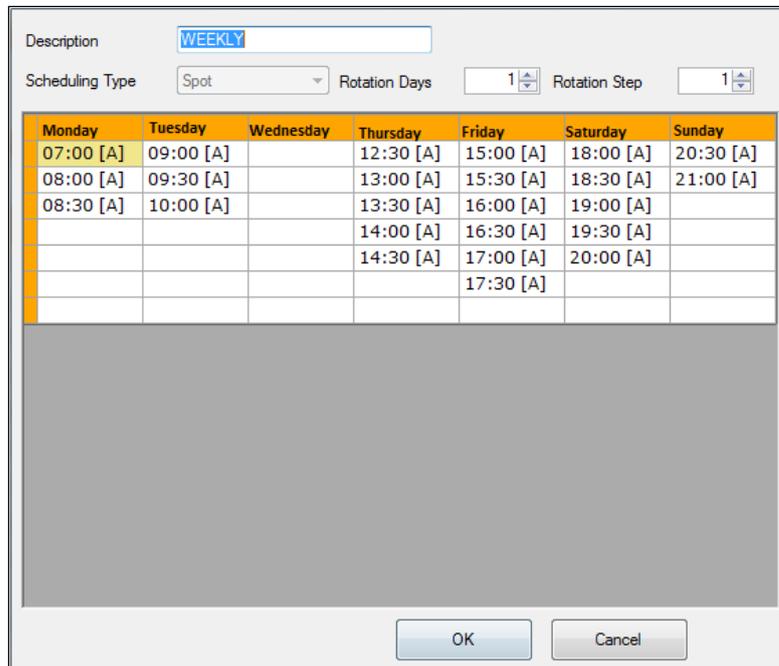
Customizable planning periods

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

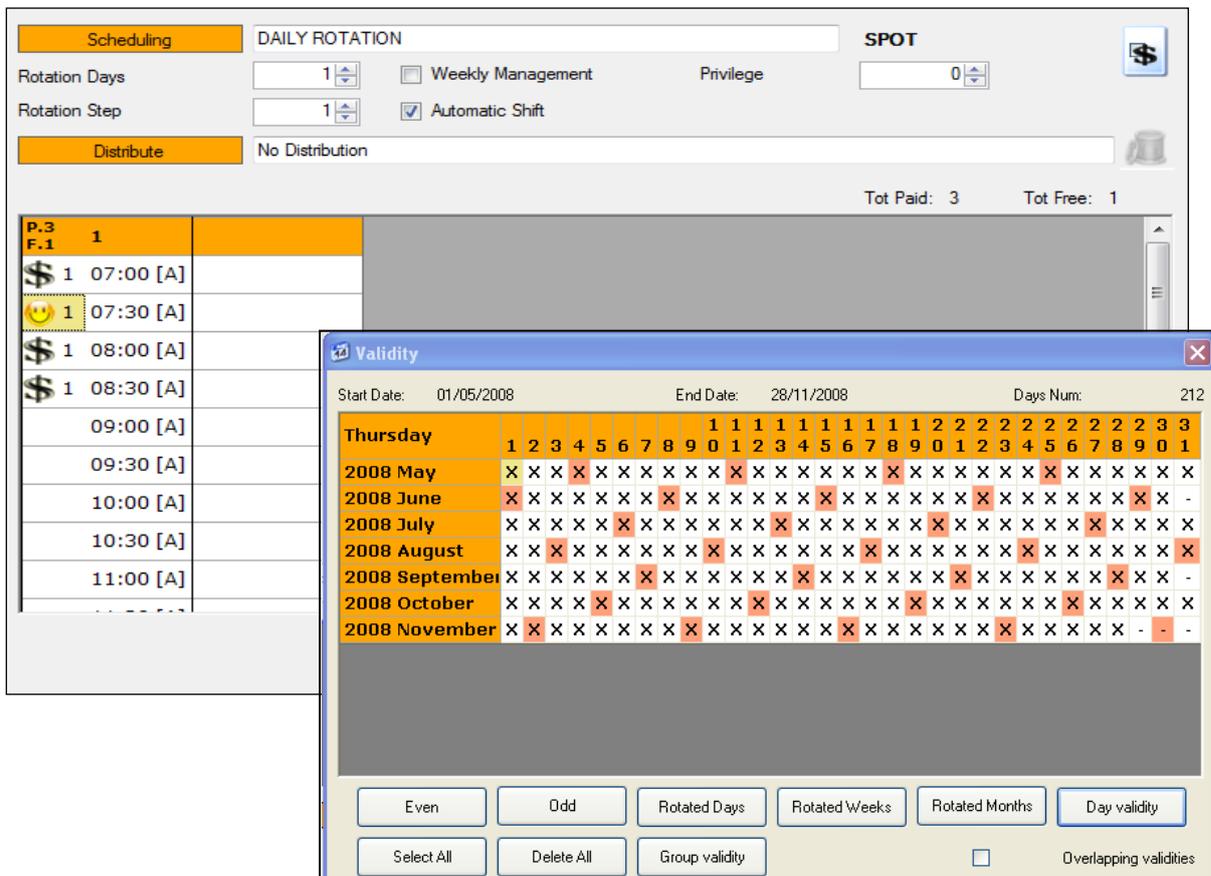
SC-ADSales allows the user to add privileges in order to insert the advertising at the top and / or the rear of the advertising break;

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.



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]		



Validity dialog box details:

- Start Date: 01/05/2008
- End Date: 28/11/2008
- Days Num: 212
- Grid shows availability for Thursday through Sunday across months from May 2008 to November 2008.
- Buttons: 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.

Agents	
<input type="checkbox"/> Calculate commission by level	
Agent	Commission %
[-] ITALIAN AGENCY	10
Channel 1	2
[-] KELLY ROLAND	10
Channel 1	12
[-] Sarah Manesse	0
Channel 1	3
Channel 3	7

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 broadcast

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.

Pre-Contract		Header										
Contract Number: 000003 Edit contract number Contract Year: 2011 Date Concluded:		Contract Customer: FIAT VIA ROSSI, 77 12039 TORINO (TO)										
Quantities-Periods												
Category	Start	End	Areas	Paid P	Res	Unit Price	Amount	Free F	Res	Duration	Notes	
Televendite	10/05/2011	10/05/2011	Area 1	0	-7	100,00	0,00	0	0	00:00:00:00		
FREE PERIODS												
Totals Summary												
Amount	0.00											
Discount	0.00											
Sub Total	0.00											
VAT	0.00											
Commissions	0.00											
Amount	0.00											
Type				Start	End	Programs	Areas	Planning	Paid	Free	PriceList	Notes
Daily	09/05/2011	15/05/2011	NEW FIAT 500	Area 1	TELEVENOITE	16.1	7	0	Booking by Fabio Berton			

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

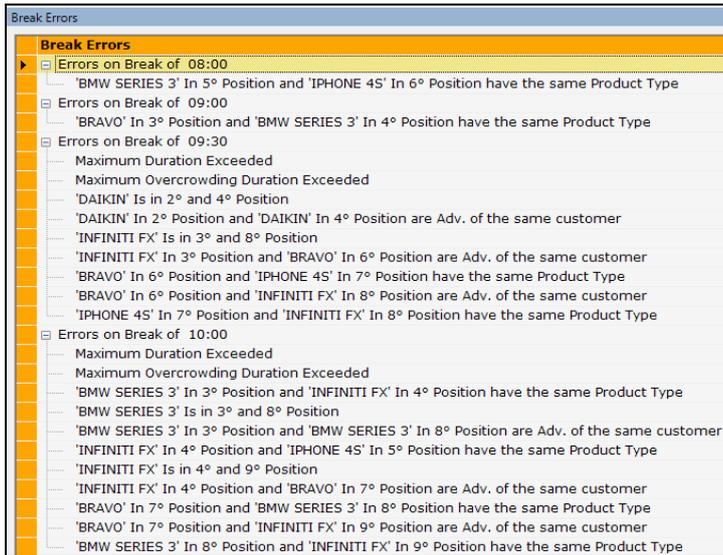
13:00	13:30	14:00
00:02:02:17 13:00	00:01:51:23 13:30	00:02:21:23 14:00
BMW SERIES 3	BMW SERIES 3	BMW SERIES 3
EXPERT	D&G THE ONE	DAIKIN
CARPETS	EXPERT	CARPETS
DAIKIN	CARPETS	D&G THE ONE
DALI A	DALI B	DALI A
		EXPERT

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
	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	INFINITI FX

(Pic.10)

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)



Break Errors
Errors on Break of 08:00
'BMW SERIES 3' In 5° Position and 'IPHONE 4S' In 6° Position have the same Product Type
Errors on Break of 09:00
'BRAVO' In 3° Position and 'BMW SERIES 3' In 4° Position have the same Product Type
Errors on Break of 09:30
Maximum Duration Exceeded
Maximum Overcrowding Duration Exceeded
'DAIKIN' Is in 2° and 4° Position
'DAIKIN' In 2° Position and 'DAIKIN' In 4° Position are Adv. of the same customer
'INFINITI FX' Is in 3° and 8° Position
'INFINITI FX' In 3° Position and 'BRAVO' In 6° Position are Adv. of the same customer
'BRAVO' In 6° Position and 'IPHONE 4S' In 7° Position have the same Product Type
'BRAVO' In 6° Position and 'INFINITI FX' In 8° Position are Adv. of the same customer
'IPHONE 4S' In 7° Position and 'INFINITI FX' In 8° Position have the same Product Type
Errors on Break of 10:00
Maximum Duration Exceeded
Maximum Overcrowding Duration Exceeded
'BMW SERIES 3' In 3° Position and 'INFINITI FX' In 4° Position have the same Product Type
'BMW SERIES 3' Is in 3° and 8° Position
'BMW SERIES 3' In 3° Position and 'BMW SERIES 3' In 8° Position are Adv. of the same customer
'INFINITI FX' In 4° Position and 'IPHONE 4S' In 5° Position have the same Product Type
'INFINITI FX' Is in 4° and 9° Position
'INFINITI FX' In 4° Position and 'BRAVO' In 7° Position are Adv. of the same customer
'BRAVO' In 7° Position and 'BMW SERIES 3' In 8° Position have the same Product Type
'BRAVO' In 7° Position and 'INFINITI FX' In 9° Position are Adv. of the same customer
'BMW SERIES 3' In 8° Position and 'INFINITI FX' In 9° Position have the same Product Type

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

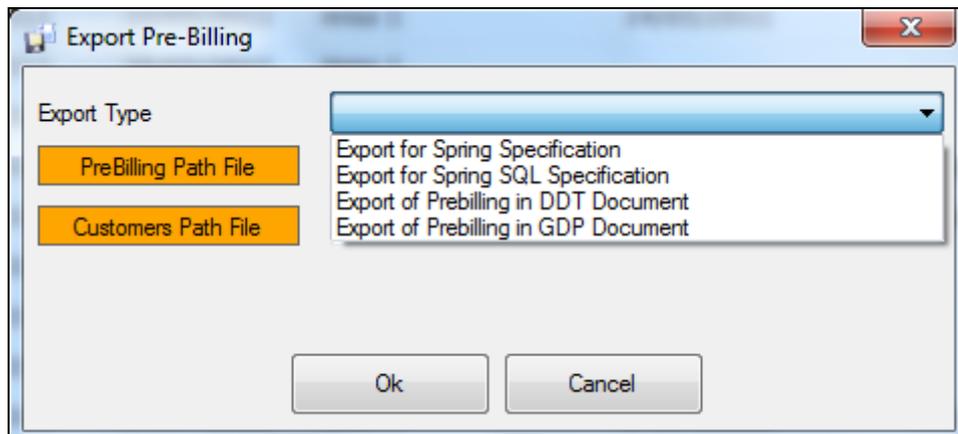
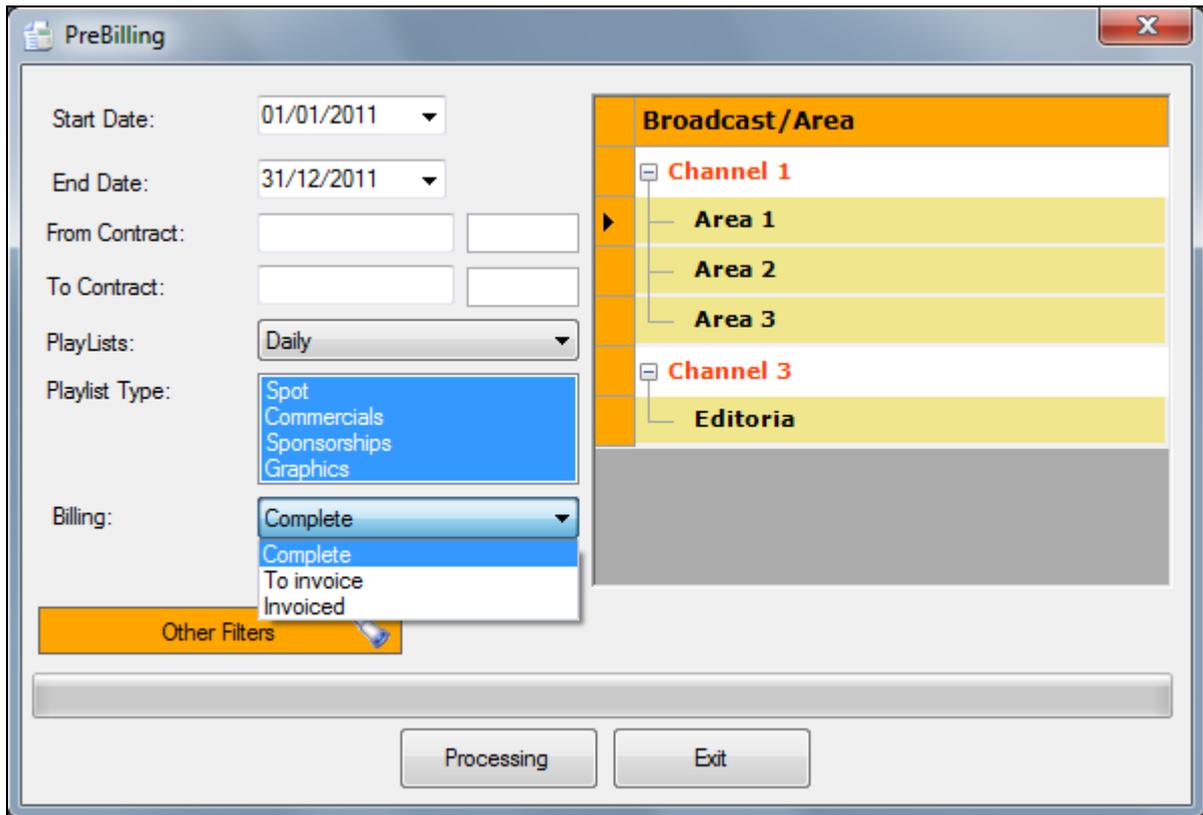
Insertions, deletions and movements are simple and immediate operations. **SC-ADSales** includes functions for automatically filling of house jingles, promos and commercials.

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

Hourly Overcrowding								
Description	Amount	Overcrowding	Remaining Time	% Overcrowding	Real Overcrowding	Real Res. Overcrowding	% Real Overcrowding	
From 07:00 to 08:00	00:15:00:00	00:00:30:00	00:14:30:00	0,833%	00:00:30:00	00:14:30:00	0,833%	
From 08:00 to 09:00	00:15:00:00	00:03:12:17	00:11:47:08	5,352%	00:03:12:17	00:11:47:08	5,352%	
From 09:00 to 10:00	00:15:00:00	00:05:56:10	00:09:03:15	9,900%	00:04:44:10	00:10:15:15	7,900%	
From 10:00 to 11:00	00:15:00:00	00:20:35:21	-00:05:35:21	34,329%	00:21:47:21	-00:06:47:21	36,329%	
From 11:00 to 12:00	00:15:00:00	00:03:03:23	00:11:56:02	5,109%	00:03:03:23	00:11:56:02	5,109%	
From 12:00 to 13:00	00:15:00:00	00:02:02:05	00:12:57:20	3,394%	00:02:02:05	00:12:57:20	3,394%	
From 13:00 to 14:00	00:15:00:00	00:00:30:00	00:14:30:00	0,833%	00:00:30:00	00:14:30:00	0,833%	

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.