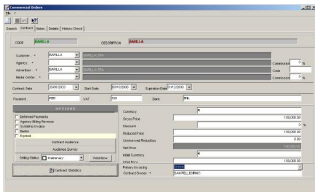


Traffic Workflow

In ETERE it's possible to generate a workflow about a commercial order. The workflow defines the different status of the order.

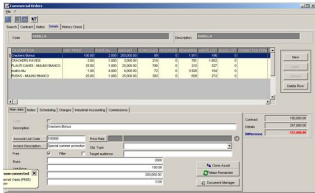


Traffic workflow

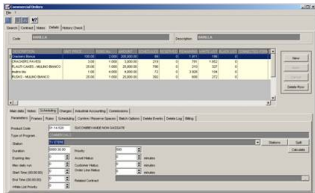
The scheduling grids are the 1st preliminary schemas to introduce in ETERE traffic.

The scheduling grids are the guidelines to sell commercials so it must be prepared in advance, sometimes of several months.

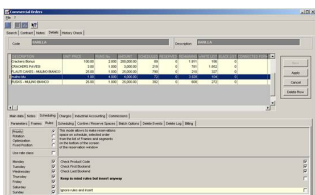
In the grids can be inserted an expected value of the grid and the target audience, this will guide the post selling process.



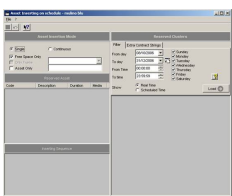
Traffic workflow



Traffic workflow



Traffic workflow



Traffic workflow

GRIDS

On going changes

The scheduling grids sometimes need to be adjusted.

Some programs can change time or day.

The ETERE grid editor make easy to do those changes, each block move drag also the commercials planned.

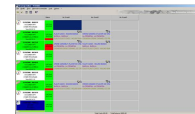
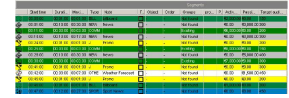
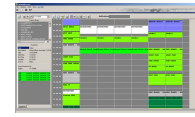
If a block is deleted the commercials are marked for an easy replacement.

Structure changes

Sometimes the grid needs to be adjusted,

This can happen if a program was designed as a 2 break block, and then changes as 3 break block.

In this case ETERE allow an easy change of the block structure.



TRAFFIC ORDERS

Insert an order.

The 1st step is the insertion of a commercial order, or telecast order. The order can be inserted even before it's approval and can have a workflow attached, see workflow.

On the order all the details of an order must be inserted. In the order is important to insert the details of the customer. The order can be composed by multiple lines as:

- 30 seconds spots
- 15 seconds spot

Order details

The 1st step is the insertion of a commercial order, or telecast order. Each line includes the details about the frame where it can be scheduled, as requested by the customer.

Note that the order line is not related to the Videotape, but only to the customer request.

The videotape can be linked later, and can be changed without changing the scheduled events.

Each order line has it's own price, duration and validity.

Order approval

If it's necessary the order can be approved and a copy of the order can be sent to the customer.

For the approval process see workflow.

Order processing

After approval the order can be processed, processing is scheduling inside the schedule grid according to the customer requests.

It's important that the order is sold as much as it's possible as the rules of ETERE.

This will save a lot of time in the order processing.

For example:

Is the order is:

Three runs each day on a random sequence on the evening programs for the next 4 months. This can be solved in few seconds from Etere scheduling engine, while take care about

- a. Commercial crowding
- b. Product code
- c. Last/First of the break

Schedule details

The schedule engine result can be manually modified and the result can be sent to the customer as list, or the customer can have access to the web interface to check the order processing status.

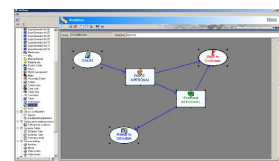
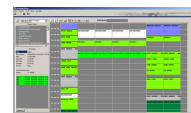
Asset link

As the tape arrives it can be linked to the order.

A single order line can link multiple assets according to several rules.



Order	Start	End	Day	Time	Product	Price	Duration	Validity
1	18:00	19:00	Mon	18:00	Product A	1000	30s	2006-10-23
2	19:00	20:00	Tue	19:00	Product B	800	30s	2006-10-24
3	20:00	21:00	Wed	20:00	Product C	1200	30s	2006-10-25
4	21:00	22:00	Thu	21:00	Product D	900	30s	2006-10-26
5	22:00	23:00	Fri	22:00	Product E	1100	30s	2006-10-27



Changing the asset does not require any change in the scheduled times.

Daily final changes

Daily changes can be achieved from the Strategic Editor as now.

Video control

Traffic people can control the video using the low res browsing function from their desktop.

The video content can be approved in a complete tape less workflow.

Invoicing

The invoices can be printed/exported from the billing section

Several options allow customized billing schemes.

The billing description can be standard or a custom one as 'special Christmas offer' inserted during order processing.

Only the commercial really on air are billed.

The invoice can be printed or an export file generated for the billing system

Each run is flag as billed to avoid duplicated billings.

WORKFLOW

What is a workflow?

- It's a way to arrange the company job.
- It allows drawing on the PC what is usually written down.
- It's not a simple stage check, but it keeps trace of the whole object life and it allows or denies operations



Etere workflow generator

In ETERE it's possible to generate a workflow about a commercial order.

The workflow defines the different status of the order.

In this example a commercial Order must have the price and financial approval before it can be scheduled and billed.

Each step can be performed only from selected people in the system

ETERE workflow track system control and log each action in the order processing.

ADVANCED SCHEDULING

White/black list

The Traffic Client/Server mode is studied to make faster the commercial scheduling process.

The Traffic server takes care of the scheduling process while the Client application is free to process all other operations like commercial spaces reservation. The scheduling application is automatically launched locally. Reservations once launched shuts down automatically when the task ends.

Each commercial line can have a priority, Commercials are sent to white list when they cannot be placed because of occurrence rules (E.g. rotation, optimization, fixed time); on the other hand black list is used to park commercials which have lost the priority conflict to get scheduled. Both white and black list give immediate evidence of overcrowded advertisement clusters. Later, both lists can be used to manually reassign parked commercials

The white and black lists are easy accessed from the strategic Editor.

Reservation process

The diagram shows the reservation workflow.

It's possible to insert a reservation and wait for the customer's confirmation.

Etere can automatically send confirming e-mails through remind manager.

A customer may be replaced on a reservation when it is required (e.g. when a reservation expires

Document management

ETERE traffic uses the ETERE document management.

It's possible to attach documents to Orders, orders lines to single on-air event as well.

It's possible to attach confirmation faxes to any scheduling change

