

IMPARJA:

Assets Management for Commercial Orders

::: Imparja

November 2011







Etere

1.	INTRODUCTION	3
2.	ноw то	4
	2.1 How to assign an asset to a contract detail	4
	2.2 How to change the code of an asset form	6
	2.3 How to check for missing assets on orders	6
	2.3.1 Missing Materials on All Orders 2.3.2 Missing Materials on Scheduled Orders 2.4 How to CHECK FOR ORDERS WITHOUT LINKED ASSETS OR LINKED TO UNRECORDED ASSETS	6 8 9
	2.4.1 Display unrecorded assets 2.4.2 Display orders without linked assets 2.4.3 Assigning assets	9 10 10



1. INTRODUCTION

Etere Air Sales is the most complete and versatile solution in the broadcast and media market for traffic planning and invoicing, this software solution brings companies with the all the capabilities required to manage multiple networks from a single system.

Etere Air Sales allows automating the functions of the Traffic department programming commercial on-air schedules and controlling their contract management, just as shown in the figure below (functions treated in this paper have been highlighted with a blue circle):



Etere Air Sales counts with **Orders** as the module on charge of entering and planning commercial contracts, providing for this purpose key functions such as an easy contract generation, support of pre and post paid contracts, automatic calculation of taxes, commissions and discounts, booking of commercial space, and a accurate assets assignment.

This paper is aimed to describe how **assets** involved within commercial orders are managed from their creation to their assignment, including various monitoring features for pointing out 'missing assets', 'unrecorded assets', etc.

2. **HOW TO**

This chapter has been written to provide traffic operators with guidelines required for a correct and efficient management of assets during the planning of commercial orders; between the most relevant operations related to the commercial assets management and monitoring the following will be treated on this chapter:

2.1 How to assign an asset to a contract detail

Assets can be easily assigned to orders on compilation time under the <u>Details >>> Scheduling >></u> <u>Asset</u> section, by pressing the [...] button it will be possible to:

🛃 Commercial Orders Management	e X
File ?	
Search Order Notes Details Log of controls	
Code 91 Laphroaig @April for cha	nnel01
DESCRIPTION UNIT PRICE N. Runs TOTAL SCHEDULED RESERVED TRANSMITTED FAILED REMAINING WHITE LIST BLACK LIST CONNECTE	
Lapprosig bozuli (gev) (kaam) 14000 2.3 322111 1 1 1 2 1 1 Laphrosig bozuli (gev) (kaam) 150.00 2.3 \$22111 1 1 1 1 2 1	
Asset Recorded Notes Durat	tion
3095 Testing Advertising Commercial 03 BPOT	:30
†	
	×
	•
Main data Notes Sullevulling Charges Cost-accounting Commissions Parameters Rincks Rules Asset Contim / Reserve Sharces Ratch Onlines Delete Events Delete Transition Invitring	
	0rder 0.00
	Details -7'705.00

- Add: It permits to search for an asset across the Etere database and select one to be linked to the current contract line, the operator will be allowed to:
 - Search for an existing asset:



lsset	Recorded	Notes	Dura	ation	
095 esting Advertising Commerc POT	ial O3 🥥		00:0	0:30	
	Asset Search				
Fil	e Edit Tools Favorite	s Show 🕜 Help			
N?	•			0	a consistent syste
S	tandard Extended Flag	gs │ Full-text │ All			
	Code				×
	☑ Title	advert			Starts with 🔲 🗵
	🗖 Турез				×
	ID				×
	🗖 Genre				×
	Search ALSO expired	assets			×
[- 📔 Groups		И		🛛 Reset
Uelete Events Deletion		ID Code Me	dia Episode Duration	Tupes Title	
		3089 2223 sta	1 00:00:30.00	SPOT New 201	10 Advertisement "Ferrari"
		3065 3065	1 00:00:30.00	SPUI lesting/	Advertising Commercial UT

- Create a new asset:

		😒 New asset	
Contract row assets		Show 🥝 Help	
		N?	a consistent system
Asset Recorded	Notes		
3095 Testing Advertising Commercial 03		Types	SPOT Spot break
SPOT		Code	3575
🛞 Asset Search		Source asset	With secondary events (logo, crawl, etc)
File Edit Tools Favor	ites Show 🥑 Help	Title	testing asset created on the flu
Open	Ctrl+0	The	
Create backup	litext All	Duration	00:00:30.01
Add workflow	•	Validity start date	_/_/ 00:00:00 ÷
Add and launch workf	low	Expirv Date	
Relaunch workflow	trl+W		
Export	Ctrl+F	CL	G General 🗾 🔯
Report		CAD Approval	3523452345
🔀 Exit		Tapeless	
		Person in charge	Vasquez Michael
		Supplier	
ons Delete Events Deletion	ID Code Media Episode Duratio	Cohodulad Arrival	
		Scheduled Allivai	
		Notes	
I	1		
			,
			Cancel Ok

- Add from customer used assets: It allows to link to the current contract line an asset already used in other contracts of the same customer,
- Delete: Use it to remove the selected asset from the asset list.

Alternatively to this method, it is possible to assign assets to orders after their compilation as explained in the **2.4.3 Assigning assets** chapter.

2.2 How to change the code of an asset form

Changing the code of a certain asset is an easy task, it is enough to open the Asset Form module, search for the asset and make double-click on the old code to replace it with a new one, just as shown in the following figure:

🚨 Etere Air	Sales - Chan	nel 1											
File Show U	Itilities 🕐 Help												
k ? 📮			-	-	a	consistent sys	tem						
6	1			9	a								
Sales	Orders	Traffic	Invoicing	Weekly	Series	Series							
	(M) Acce	Scheduler t Form	-	Schedule	Manager	Scheduler							
	File To	ols Show Utili	ties ?										
Manual	Music CI	nannel 1											
Scheduling		vo 😰 🖺 🍓	1ª 🖌 😡 E] 🐺 🛸 M	🔁 🖪 🖪 🐔	i 🔜 📀	N? 🔝					-	
) D 30	90 Code	665		Title	"Sexy Phone" C	ommercial 2010 - II						
None Form	Rear 🔍 Sea	rch 🛗 Gener	ral Data 📆 Prop	erties 🛅 Medi	a 🔝 Workflow	🛛 🛼 *Worksheet	Secondary Events	🛛 🖞 Metadata 🛛 🚰 Rig	ghts management	🗞 Tapeless recepti	ion 🕅 👔 Technic	alData 🖁 🖁 S	
Assertion	Туре		SPOT	Spot break									
	Produc	tion Country											
	Produc	ion Date		\mathbf{V}	Code		F	1					
	Self-pro	duction	000.00%	_	Ne	w Code		1					
	Percen	age Ident producer	Γ		20	10SPOTS-SPHONE-	-665						
					,								
						UK	Lancel						
]					

Once the new code is entered, press the [Ok] button and then [Save] the asset form; the new code will be updated across the entire system.

2.3 How to check for missing assets on orders

This monitoring task can be easily performed by accessing the **Reports** module and using any of the two following reports depending on the scheduling status of the orders intended to be monitored:

2.3.1 Missing Materials on All Orders

The **Missing Materials on All Orders** report permits to generate a document containing a list of all those order details, either scheduled or not, which have still not been associated to an asset. Events included in the report can be grouped by duration and dates; different dates will result in different lines.



🗟 Reports	
File Report	
Reports List Recent	🥔 Report - Missing Materials On All Orders
Missing Materials On All Orders	
Missing Materials on Scheduled Orders	C Next week
- Co Orders	Custom Dates
	12 May 2011
Orders to be invoiced Placement confirmation	19 May 2011 💌
Pre/post telecast times	Order By
- Control Price lists by class	Scheduled Time
Remittance advice	Scheduled Time
Revenues by agency	Customer
Revenues by agency (extended)	Agency Salesman
Revenues by cluster against budget	
Revenues by customer (extended)	
Revenues by salesman	
Revenues by salesman (extended)	
Revenues by source	
🥢 🥢 Revenues by type	· · · · · · · · · · · · · · · · · · ·
Revenues hu tune and segment	Help Settings
Print to file	A4 (216x279)

Among the filters that permit a custom generation of the report the following parameters are explained:

- **Period**: Indicate the period from which missing assets will be retrieved, it is possible to select:
 - Today plus the next seven days,
 - Next week,
 - Custom dates.
- **Order by**: Indicate the field to be used as sorting criteria; available fields are 'scheduled time', 'customer', 'agency' and 'salesman'.

Once all filters have been selected, press the [Preview] button to generate the report:

						*Mi	ssing Material aL
*Missing Mater	ial aLL						
From	01/06/2010						
Το	31/07/2010						
*Custom er	*Salesman	Agency	Description	Date	Time	Duration	Asset
RazorTV	Vasquez	Devil's Agency	2010-I spot	26/06/2010	05:30:15	00:00:30	
Bee-Beer Drinks	Vasquez	Devil's Agency	A "lunch time" place holder for Bee Beer*	01/07/2010	12:00:14	00:00:30	
Bee-Beer Drinks	Vasquez	Devil's Agency	A "prime time" place holder for Bee Beer*	01/07/2010	22:00:15	00:00:30	
Devil's Agency	Vasquez	Devil's Agency	A "prime time" place holder for KillerCigarettes	12/07/2010	19:00:00	00:00:30	
BeltzTV	Vasquez	Devil's Agency	Sexy Cellphone 2010-II	15/07/2010	07:00:15	00:00:20	
Bee-Beer Drinks	Vasquez	Devil's Agency	Bee-Beer 2010 (NEWS SEGMENTS)	20/07/2010	06:00:14	00:00:30	
Bee-Beer Drinks	Vasquez	Devil's Agency	FILLER for Bee-Beer 2010 (on NEWS)	21/07/2010	13:00:15	00:00:30	
Devil's Agency	Vasquez	Devil's Agency	FILLER "prime time" for KillerCigarettes*	21/07/2010	13:10:14	00:00:30	
S-Phones Technologies Co.	Vasquez	Devil's Agency	TRACKING line 01 at prime time	22/07/2010	19:00:15	00:00:30	
S-Phones Technologies Co.	Vasquez	Devil's Agency	TRACKING line 04 at 2,3,4,5 (scheduled but not pa)	23/07/2010	02:00:14	00:00:30	

2.3.2 Missing Materials on Scheduled Orders

The **Missing Materials on Scheduled Orders** report allows to produce a document detailing a list of all those order details scheduled to go on-air on a certain period which either have still not been associated to an asset, have still not been scheduled, or its associated asset has still not been recorded.

🗟 Reports		
File Report		
Reports List Recent	Report - Missing Materials On Scheduled Orders	
🖉 🖉 Issued invoices		
Missing Materials On All Orders		
Missing Materials Un Scheduled Urders Monthly revenues	C Next week	
Conders 📄	C Custom Dates	
🖉 🖉 Orders by type	12 May 2011	
- Cy Orders status by customer	12 may 2011	
- Crders to be invoiced	12 May 2011	
- Contract times		
- Contraction of the second se	V Include M [No Urder Material]	
- Contraction -	V Include A [No Scheduled Association]	
	E Instate B March Na Davasteril	
	i include n (4558) Not necordea)	
	Order By	
- Contraction of the second se	Scheduled Time	
- Contract Revenues by customer (extended)	Colorada Tina	
	Dustomer	
	Agency	
- Contraction of the source	Salesman	
- Contraction of the second se		1 1
Bevenues hultime and segment	Help Settings Preview	J Report
Print to file	A4 (216x279)	

Among the filters that permit a custom generation of the report the following parameters are explained:

- Period: Indicate the period from which missing assets will be retrieved, it is possible to select:
 - Today plus the next seven days,
 - Next week,
 - Custom dates.
- **Include...** : Select at least one status that will be checked in order to generate the report, only those order details meeting this criteria will be retrieved:
 - Include M: It will retrieve all those order details which have still not been associated to an asset,
 - Include A: It will retrieve all those order details which have still not been scheduled,

- <u>Include R</u>: It will retrieve all those order details which associated asset has still not been recorded.

• Order by: Indicate the field to be used as sorting criteria; available fields are 'scheduled time', 'customer', 'agency' and 'salesman'.

*Missing Mater	ial List							
From	01/06/2010							
То	31/07/2010							
Custom er	*Salesm an	Agency	Description	Date	Time	Duration	State	Asset
RazorTV	Vasquez	Devil's Agency	2010-I spot	26/06/2010	05:30:15	00:00:30	M	
ee-Beer Drinks	Vasquez	Devil's Agency	A "lunch time" place holder for Bee Beer*	01/07/2010	12:00:14	00:00:30	м	
ee-Beer Drinks	Vasquez	Devil's Agency	A "prime time" place holder for Bee Beer*	01/07/2010	22:00:15	00:00:30	M	
evil's Agency	Vasquez	Devil's Agency	A "prime time" place holder for KillerCigarettes	12/07/2010	19:00:00	00:00:30	A	
ieltzTV	Vasquez	Devil's Agency	Sexy Cellphone 2010-II	15/07/2010	07:00:15	00:00:20	A	
ee-Beer Drinks	Vasquez	Devil's Agency	Bee-Beer 2010 (NEWS SEGMENTS)	20/07/2010	06:00:14	00:00:30	A	
ee-Beer Drinks	Vasquez	Devil's Agency	FILLER for Bee-Beer 2010 (on NEWS)	21/07/2010	13:00:15	00:00:30	A	
evil's Agency	Vasquez	Devil's Agency	FILLER "prime time" for KillerCigarettes*	21/07/2010	13:10:14	00:00:30	м	
-Phones Technologies Co.	Vasquez	Devil's Agency	TRACKING line 01 at prime time	22/07/2010	19:00:15	00:00:30	A	
-Phones Technologies Co.	Vasquez	Devil's Agency	TRACKING line 04 at 2,3,4,5 (scheduled but not pa)	23/07/2010	02:00:14	00:00:30	м	

Once all filters have been selected, press the [Preview] button to generate the report:

2.4 How to check for orders without linked assets or linked to unrecorded assets The **Assign Asset** module, present in the main **Etere Air Sales** menu allows traffic operators to easily monitor and also link assets to commercials matching a custom set of criteria, among the wide range of possibilities that this module provides, the following can be mentioned:

2.4.1 Display unrecorded assets

Enabling the '<u>Only unrecorded assets</u>' parameter there will be listed all the contracts linked to assets which are not yet recorded for the given period:

												_		
Assign asset to	already scheduled order	s											<u> – PIX</u>	
品 9														
Search options														
C All	C All orders without linked ass	ets	 All orders with a single line 											
	C All orders with multiple links	d assets	C All orders with linked ass	ssociated in th	ne schedule									
Filter					Option	\$								
Start Date	01/01/2011 💌	End	late 01/05/2011 -		C Corr	pletely scheduled								
Proposal code		Custo	mer		C Part	ially scheduled								
Spot code C To be scheduled														
🔲 Include filler e	Include filer events in the list Check the correct asset association													
🔽 *Only unreco	ded assets													
List of details									List of assets linked to the detail					
Order	Description	Customer	Details	Priority	Duration	Date range	ID	Spot co	Code	Description	Duration	Recorded	Votes	
62	Bee-Beer - Jan/2011	Bee-Beer Drinks	FILL Bee-Beer january2011	500	00:00:30	03/01/2011 - 17/01/2011	171	FILL	Promo-02	"Bee Beer" 2010 (Jan-Apr)	00:00:00	•)	
63	Bee-Beer - Feb/2011	Bee-Beer Drinks	FILL Bee-Beer january2011	500	00:00:30	03/01/2011 - 17/01/2011	174	FILL				\smile		
64	SPhone - Jan2011	S-Phones Technologies Co.	ь	500	00:00:30	03/01/2011 - 17/01/2011	178							
64	SPhone - Jan2011	S-Phones Technologies Co.	c	500	00:00:30	03/01/2011 - 17/01/2011	179							
64	SPhone - Jan2011	S-Phones Technologies Co.	88888	500	00:00:30	03/01/2011 - 10/01/2011	305							
64	SPhone - Jan2011	S-Phones Technologies Co.	11111	500	00:00:30	03/01/2011 - 10/01/2011	306							
64	SPhone - Jan2011	S-Phones Technologies Co.	22222	500	00:00:30	03/01/2011 - 10/01/2011	307							



Once the [Search] button located in the upper left is pressed, all contract details linked to an unrecorded asset will be listed, by making click on a certain asset it will be possible to see the related asset (which will be displayed with a **red balloon** that indicates its unrecorded status).

2.4.2 Display orders without linked assets

Enabling the '<u>All orders without linked assets</u>' parameter there will be listed all the contracts which have not yet linked to an asset for the given period:

Assign asset to	already scheduled order	s										• • • ×
品 9												
Search options												
⊂ All	All orders without linked asse	ets	C All orders with a single lin	ked asset								
-	C All orders with multiple linker	issociated in the	schedule									
Filter					Options							
Start Date	01/01/2011 💌	End d	late 01/05/2011 💌		C Compl	etely scheduled						
Proposal code		Custo	mer		C Partial	ly scheduled						
Spot code												
Include filler events in the list Check the correct asset association												
C *Only unrecor	ded assets											
Listofdetails									Listofa	assets linked t	o the detail	
Order	Description	Customer	Details	Priority	Duration	Date range	ID	Spot co	Code	Description	Duration	Recorder Notes
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (copied line without asset)		00:00:30	07/03/2011 - 31/03/2011		STAND		/		
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (copied with ONE asset)	500	00:00:30	07/03/2011 - 31/03/2011	327	STAND				
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (test - fixed times)	500	00:00:30	07/03/2011 - 31/03/2011	328	STAND				
73	february2011 - testing	S-Phones Technologies Co.	TEST	500	00:00:30	25/04/2011 - 25/04/2011	337			$\overline{\ }$		

Once the [Search] button is pressed, all contract details without assets will be listed, and their list of linked assets will be –obviously- empty.

2.4.3 Assigning assets

Making click on a certain retrieved order detail, it will be possible to select between the following three methods for assigning assets:

L uniy uniecura	eu asseis												
List of details						List of assets linked to the detail							
Order	Description	Customer	Details	Priority	Duration Date range		ID	Spot co	Code	Description	Duration	Recorded	Notes
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (copied line without asset)	500	00:00:30	07/03/2011 - 31/03/2011	326	STAND					
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (copied with ONE asset)	50	Asset rotation by detail Asset rotation by order		327	STAND					
80	Coloured Cars (March scheduling tests)	BeltzTV	coloured cars (test - fixed times)	50	Assigned asset	s management	328	STAND					

 <u>Asset rotation by detail</u>: Use it to use the **Asset Change** module for assigning assets linked to the order detail in rotational basis. The pool-of-assets will be initially composed by those assets already linked to the current contract detail; however, it will be possible to freely Add/Remove other assets (that will be subsequently added to the detail's linked assets).



- <u>Asset rotation by order</u>: Use it to use the **Asset Change** module for assigning assets linked to the entire order (i.e. also from other details of the same order) in rotational basis. The pool-of-assets will be initially composed by those assets already linked to the various details which make the entire contract; however, it will be possible to freely Add/Remove other assets (that will be subsequently added to the order's linked assets).
- <u>Assigned assets management</u>: Use it to associate (or disassociate) one or more assets to the selected detail(s), being possible to quickly add assets formerly used on other orders for the current customer.

Etere is an international leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses. With more than 25 years of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions. Etere is the only company worldwide that can offer you a solution to all your media needs in one single package.

Etere is the only solution 100% workflow based for all broadcast and media environments. It's a common framework where there is real-time sharing of all the data among several applications to manage all media business requirements. The workflow approach allows a fully customized design with edge performances.

Etere guarantees the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, VPN and VoIP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.



ETERE PTE LTD

Address Etere pte ltd 140, PAYA LEBAR ROAD, #06-16 Singapore 409015 Headquarters office@etere.asia Sales marketing@etere.com Website www.etere.com Skype etere.etere