

Traffic workflow



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Further information about *ETERE* is available on the website: www.ETERE.com














A. Grids

A.1 Scheduling grids

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.

Segments														
	Start time	Durati...	Maxi...	Type	Note	T...	Object	Order	Groups	pro...	P.	Activ...	Passi...	Target audi...
	00:00:00	00:01:00	00:01:00	BILL	billboard	<input checked="" type="checkbox"/>	-	-	Not found			€2,000.00	€0.00	150
	00:01:00	00:10:00	00:30:00	NEW	News	<input type="checkbox"/>	-	-	Not found			€0.00	€3,000.00	300
	00:11:00	00:03:00	00:03:00	COMM		<input checked="" type="checkbox"/>	-	-	Existing			€6,000.00	€0.00	200
	00:14:00	00:10:00	00:17:00	NEW	News	<input type="checkbox"/>	-	-	Not found			€0.00	€3,000.00	300
	00:24:00	00:01:00	00:01:00	J	Promo	<input type="checkbox"/>	-	-	Not found			€0.00	€0.00	200
	00:25:00	00:03:00	00:03:00	COMM		<input checked="" type="checkbox"/>	-	-	Existing			€6,000.00	€0.00	150
	00:28:00	00:10:00	00:30:00	NEW	News	<input type="checkbox"/>	-	-	Not found			€0.00	€5,000.00	400
	00:38:00	00:03:00	00:03:00	COMM		<input checked="" type="checkbox"/>	-	-	Existing			€7,000.00	€0.00	300
	00:41:00	00:01:00	00:01:00	J	Promo	<input type="checkbox"/>	-	-	Not found			€0.00	€0.00	300
	00:42:00	00:03:00	00:07:00	OTHE	Weather Forecast	<input type="checkbox"/>	-	-	Not found			€0.00	€1,500.00	450
	00:45:00	00:01:00	00:01:00	J	Promo	<input type="checkbox"/>	-	-	Not found			€0.00	€0.00	200
	00:46:00	00:01:00	00:01:00	BILL	billboard	<input checked="" type="checkbox"/>	-	-	Not found			€1,000.00	€0.00	200
	00:47:00	00:12:00	00:27:00	SPOR	Sport News	<input checked="" type="checkbox"/>	-	-	Not found			€0.00	€0.00	450



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A.2 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.

The screenshot displays the ETERE Schedule Form interface. On the left, there is a 'Frames library' with a list of program types: DOCUMENTARY, ENTERTAINMENT/TALK SHOW, Evening NEWS, KIDS TIME, MORNING MOVIES, MUSIC WORLD, MUSIC WORLD2, and NEWS UPDATE - MORNING EDITION. Below this is a 'Properties' panel with fields for Block Name, Date, Start time, End Time, Duration, Source, Event Presence, and Station. The main area is a grid showing a schedule from 08:00:00 to 22:00:00. The grid is divided into columns for different days of the week. Programs are represented by colored blocks: blue for MORNING MOVIES, green for MUSIC WORLD, QUIZ GAME, SOAP OPERA, SPORT TIME, STAR TREK SERIES, TV MOVIE, KIDS TIME, REAL TV, DOCUMENTARY, Evening NEWS, and PRIME TIME MOVIE. Some blocks are marked with 'Wizard Block from' and 'Wizard Block to'.



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A.3 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.

The screenshot shows the 'Frames' Changes management window. It features a menu bar (File, Tools, ?), a toolbar with icons for undo, redo, and other actions, and a status bar. The main area is divided into two tables: 'Origin structure' and 'Destination structure'. Both tables have columns for Offset, Duration, Maximum, Type, Note, and T. The 'Origin structure' table shows a sequence of frames: 05.00.00 (FILM, Movie), 05.30.00 (COMM), 05.33.00 (FILM, Movie), 06.03.00 (COMM), 06.06.00 (FILM, Movie), 06.36.00 (COMM), and 06.39.00 (FILM, Movie). The 'Destination structure' table shows a similar sequence: 05.00.00 (FILM, Movie), 05.30.00 (COMM), 05.33.00 (FILM, Movie), 06.03.00 (COMM), 06.06.00 (FILM, Movie), 06.36.00 (COMM), and 06.39.00 (FILM, Movie). Arrows indicate the mapping between the two structures, showing that the frames are being reorganized or split into a different structure.

Origin structure							Destination structure						
Offset	Duration	Maximu...	Type	Note	T		Offset	Duration	Maximu...	Type	Note	T	
05.00.00	00.30.00	00.30.00	FILM	Movie	<input type="checkbox"/>		05.00.00	00.30.00	00.30.00	FILM	Movie	<input type="checkbox"/>	
05.30.00	00.03.00	00.03.00	COMM		<input checked="" type="checkbox"/>		05.30.00	00.03.00	00.03.00	COMM		<input checked="" type="checkbox"/>	
05.33.00	00.30.00	00.30.00	FILM	Movie	<input type="checkbox"/>		05.33.00	00.30.00	00.30.00	FILM	Movie	<input type="checkbox"/>	
06.03.00	00.03.00	00.03.00	COMM		<input type="checkbox"/>		06.03.00	00.03.00	00.03.00	COMM		<input type="checkbox"/>	
06.06.00	00.30.00	00.30.00	FILM	Movie	<input type="checkbox"/>		06.06.00	00.30.00	00.30.00	FILM	Movie	<input type="checkbox"/>	
06.36.00	00.03.00	00.03.00	COMM		<input type="checkbox"/>		06.36.00	00.03.00	00.03.00	COMM		<input type="checkbox"/>	
06.39.00	00.21.00	00.21.00	FILM	Movie	<input type="checkbox"/>		06.39.00	00.21.00	00.21.00	FILM	Movie	<input type="checkbox"/>	

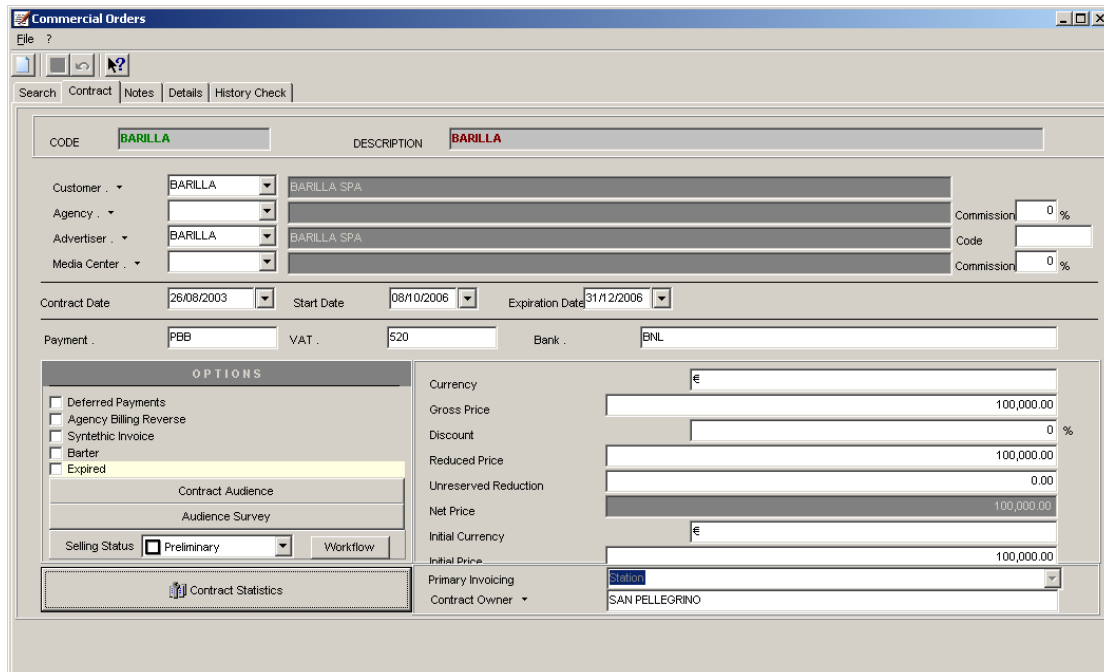
B. Traffic orders

B.1 *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



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B.2 Order details

The 1st step is the insertion of a commercial order, or telecast order.

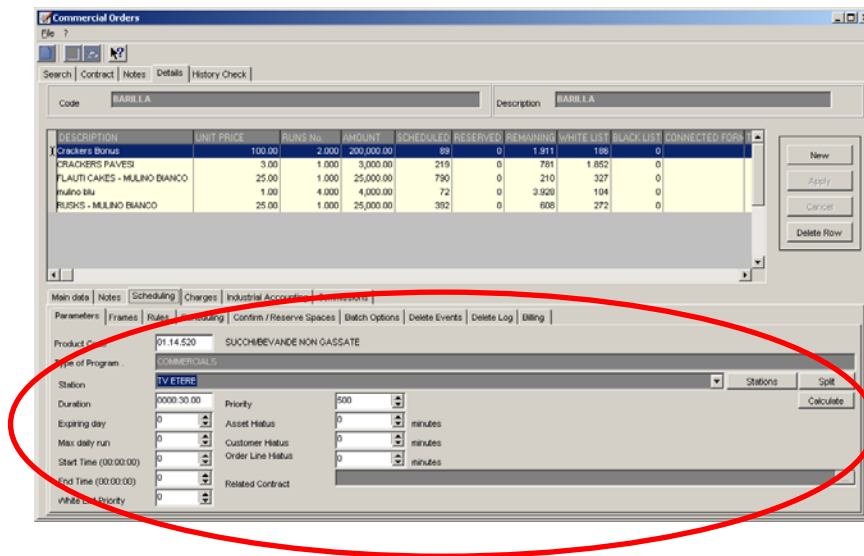
The screenshot shows the 'Commercial Orders' window. At the top, there are tabs for 'Search', 'Contract', 'Notes', 'Details', and 'History Check'. The 'Details' tab is active. Below the tabs, there are fields for 'Code' (BARILLA) and 'Description' (BARILLA). A table lists order lines with columns: DESCRIPTION, UNIT PRICE, RUNS No., AMOUNT, SCHEDULED, RESERVED, REMAINING, WHITE LIST, BLACK LIST, and CONNECTED FOR. The table contains four rows of data. To the right of the table are buttons: 'New', 'Apply', 'Cancel', and 'Delete Row'. Below the table, there are tabs for 'Main data', 'Notes', 'Scheduling', 'Charges', 'Industrial Accounting', and 'Commissions'. The 'Main data' tab is active. It contains fields for 'Logo', 'Description' (Crackers Bonus), 'Account List Code' (100000), 'Price Rate', 'Invoice Description' (Special summer promotion), 'Obj. Type', 'Free' (checked), 'Filler' (checked), 'Target audience', 'Runs' (2000), 'Unit Price' (100.00), and 'Amount' (200,000.00). There are also buttons for 'Clone Asset', 'Make Remainder', and 'Document Manager'. On the right side, there is a summary box with 'Contract' (100,000.00), 'Details' (257,000.00), and 'Difference' (-157,000.00). A small 'now connected' dialog box is visible in the bottom left corner.

DESCRIPTION	UNIT PRICE	RUNS No.	AMOUNT	SCHEDULED	RESERVED	REMAINING	WHITE LIST	BLACK LIST	CONNECTED FOR
Crackers Bonus	100.00	2.000	200,000.00	89	0	1.911	186	0	
CRACKERS PAVESI	3.00	1.000	3,000.00	219	0	781	1.852	0	
FLAUTI CAKES - MULINO BIANCO	25.00	1.000	25,000.00	790	0	210	327	0	
mulino blu	1.00	4.000	4,000.00	72	0	3.928	104	0	
RUSKS - MULINO BIANCO	25.00	1.000	25,000.00	392	0	608	272	0	

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 its own price, duration and validity.



DESCRIPTION	UNIT PRICE	RUNS No.	AMOUNT	SCHEDULES	RESERVED	REMAINING	WHITE LIST	BLACK LIST	CONNECTED FOR
Credent Bonus	100.00	2.000	200.000.00	89	0	1.811	186	0	
CRACKERS PAVESI	3.00	1.000	3.000.00	219	0	781	1.852	0	
FLAUTI CAKES - MULINO BIANCO	25.00	1.000	25.000.00	790	0	210	327	0	
Mulino blu	1.00	4.000	4.000.00	72	0	3.928	104	0	
RUSHES - MULINO BIANCO	25.00	1.000	25.000.00	352	0	608	272	0	

B.3 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.

B.4 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

- Commercial crowding
- Product code
- Last/First of the break



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Commercial Orders

File ?

Search Contract Notes Details History Check

Code: BARILLA Description: BARILLA

DESCRIPTION	UNIT PRICE	RUNS No.	AMOUNT	SCHEDULED	RESERVED	REMAINING	WHITE LIST	BLACK LIST	CONNECTED FOR
Crackers Bonus	100.00	2.000	200,000.00	89	0	1.911	186	0	
CRACKERS PAVESI	3.00	1.000	3,000.00	219	0	781	1.852	0	
FLAUTI CAKES - MULINO BIANCO	25.00	1.000	25,000.00	790	0	210	327	0	
Mulino blu	1.00	4.000	4,000.00	72	0	3.928	104	0	
RUSKS - MULINO BIANCO	25.00	1.000	25,000.00	392	0	608	272	0	

New Apply Cancel Delete Row

Main data Notes Scheduling Charges Industrial Accounting Commissions

Parameters Frames Rules Scheduling Confirm / Reserve Spaces Batch Options Delete Events Delete Log Billing

Priority: ☐ This mode allows to make reservations space on schedule, selected order from the list of Frames and segments on the bottom of the screen of the reservation window

Rotation: ☐

Optimization: ☐

Fixed Position: ☐

Use rate class: ☐

Monday: ☒ Check Product Code ☒

Tuesday: ☒ Check First Bookend ☒

Wednesday: ☒ Check Last Bookend ☒

Thursday: ☒ Keep in mind rules but insert anyway ☐

Friday: ☒

Saturday: ☒

Sunday: ☒ Ignore rules and insert ☐

B.5 Schedule details

The schedule engine result can be manually modified

List of Reservations

Frame	Sat 29/01/2005	Sun 30/01/2005	Mon 31/01/2005	Tue 01/02/2005	Tue 02/02/2005	Fri 03/02/2005	Mon 05/02/2005	Tue 07/02/2005	Wed 09/02/2005	Thu 10/02/2005	Mon 14/02/2005
COMM COMMERCIALS BREAK NEWS UPDATE - MORNING ED Target audience: 0			Foreseen Time: 11:42:42	Foreseen Time: 00:50:50	Foreseen Time: 00:50:50	Foreseen Time: 00:50:50	Foreseen Time: 00:50:50	Foreseen Time: 00:50:50	Foreseen Time: 00:50:50	Foreseen Time: 00:50:50	Foreseen Time: 00:50:50
COMM COMMERCIALS BREAK NEWS UPDATE - MORNING ED Target audience: 0			Foreseen Time: 12:03:42	Foreseen Time: 08:16:58	Foreseen Time: 08:16:58	Foreseen Time: 08:16:58	Foreseen Time: 08:16:58	Foreseen Time: 08:16:58	Foreseen Time: 08:16:58	Foreseen Time: 08:16:58	Foreseen Time: 08:16:58
COMM COMMERCIALS BREAK NEWS UPDATE - MORNING ED Target audience: 0			Foreseen Time: 12:36:42	Foreseen Time: 09:49:58	Foreseen Time: 09:49:58	Foreseen Time: 09:49:58	Foreseen Time: 09:49:58	Foreseen Time: 09:49:58	Foreseen Time: 09:49:58	Foreseen Time: 09:49:58	Foreseen Time: 09:49:58
COMM COMMERCIALS BREAK NEWS UPDATE - NOON EXTC Target audience: 0	Foreseen Time: 12:20:00	Foreseen Time: 12:20:00		Foreseen Time: 12:20:00	Foreseen Time: 12:20:00	Foreseen Time: 12:20:00	Foreseen Time: 12:20:00	Foreseen Time: 12:20:00	Foreseen Time: 12:20:00	Foreseen Time: 12:20:00	Foreseen Time: 12:20:00
COMM COMMERCIALS BREAK NEWS UPDATE - NOON EXTC Target audience: 0	Foreseen Time: 12:36:00	Foreseen Time: 12:36:00		Foreseen Time: 12:36:00	Foreseen Time: 12:36:00	Foreseen Time: 12:36:00	Foreseen Time: 12:36:00	Foreseen Time: 12:36:00	Foreseen Time: 12:36:00	Foreseen Time: 12:36:00	Foreseen Time: 12:36:00
COMM COMMERCIALS BREAK NEWS UPDATE - PRIME TIME Target audience: 0	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00		Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00
COMM COMMERCIALS BREAK NEWS UPDATE - PRIME TIME Target audience: 0	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00		Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00	Foreseen Time: 19:50:00

Days: No. 46 Segments: No. 10 Reservations: No. 0

Detail Close

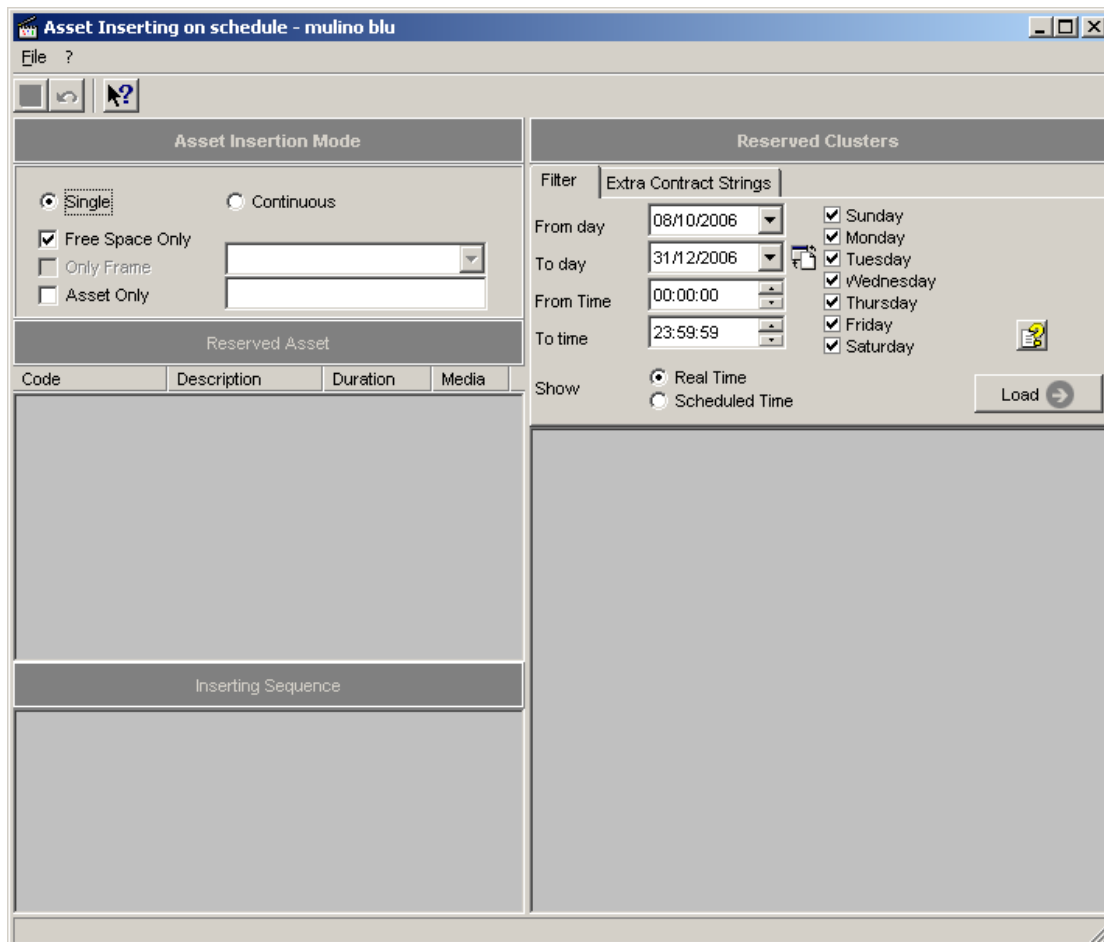
And the result can be sent to the customer as list, or the customer can have access to the web interface to check the order processing status.

B.6 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.

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





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B.7 Daily final changes

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

	Status	No. Event1	No. Event2	No. Event3
25/10/2006 - 08:05:19 DOCUMENTARY OTHER PROGRAMS Time: 08:05:19	Left over 00:20:00			
25/10/2006 - 08:25:19 DOCUMENTARY COMMERCIALS BREAK Time: 08:25:19	Left over 00:02:24	FLAUTI CAKES - MULINO BIANCO BARILLA - BARILLA FLAUTI-FLAUTI CAKES - MULINO BIANCO	CREME CARAMEL'S FLAVOR ICE CREAM LA CREMERIA - LA CREMERIA CREMERIA-CREME CARAMEL ICE CREAM	
25/10/2006 - 08:27:19 DOCUMENTARY COMMERCIALS BREAK Time: 08:27:19	Left over 00:00:24	CREME CARAMEL'S FLAVOR ICE CREAM LA CREMERIA - LA CREMERIA CREMERIA-CREME CARAMEL ICE CREAM	FLAUTI CAKES - MULINO BIANCO BARILLA - BARILLA FLAUTI-FLAUTI CAKES - MULINO BIANCO	
25/10/2006 - 08:28:19 DOCUMENTARY OTHER PROGRAMS Time: 08:28:19	Left over 00:20:00			
25/10/2006 - 08:30:19 DOCUMENTARY COMMERCIALS BREAK Time: 08:30:19	Left over 00:02:24	CREME CARAMEL'S FLAVOR ICE CREAM LA CREMERIA - LA CREMERIA CREMERIA-CREME CARAMEL ICE CREAM	FLAUTI CAKES - MULINO BIANCO BARILLA - BARILLA FLAUTI-FLAUTI CAKES - MULINO BIANCO	
25/10/2006 - 08:51:19 DOCUMENTARY OTHER PROGRAMS Time: 08:51:19	Left over 00:20:00			
25/10/2006 - 09:11:19 DOCUMENTARY COMMERCIALS BREAK Time: 09:11:19	Left over 00:02:24	FLAUTI CAKES - MULINO BIANCO BARILLA - BARILLA FLAUTI-FLAUTI CAKES - MULINO BIANCO	CREME CARAMEL'S FLAVOR ICE CREAM LA CREMERIA - LA CREMERIA CREMERIA-CREME CARAMEL ICE CREAM	
25/10/2006 - 09:14:19 DOCUMENTARY OTHER PROGRAMS Time: 09:14:19	Left over 00:21:00			
25/10/2006 - 10:00:33 SHOWCASE Programs Time: 10:00:33	Left over 00:57:00			

Total Costs: €0.00 - Total Returns: €450.00



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B.8 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.













B.9 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.

Print Preview

(BARILLA)

BARILLA SPA
MARCONI STREET, 100
20139 ITALY

Invoice n. 4		Date: 13/07/2005		Page No. 1	
Payment: Pay later broadcast		Bank: BNL BANCA NAZIONALE DEL LAVORO Bank Identification Number: Bank Code MC BIC BNLACOC			
Notes:					
Agency: -					
Description	Qty	Importo	Discount	Amount	VAT
Contract: BARILLA-BARILLA					
Total: € 100.000,00					
Events Broadcasted in the period: 13/07/2005 - 13/07/2005	5	50,00	0	250,00	5,20
CRACKERS PAVES - COMMERCIALS	1	0,00	0	1,000,00	
Invoice collection sequence					

VAT	Variable	VAT	Net	Exemption
5,20	250,00	20	50,00	20% V.A. / FOR SOLD
				13/07/2005
				500,00
Amico	429,00		429,00	
TOTAL INVOICE				€500,00

0%
Page 1 of 1

C. Workflow

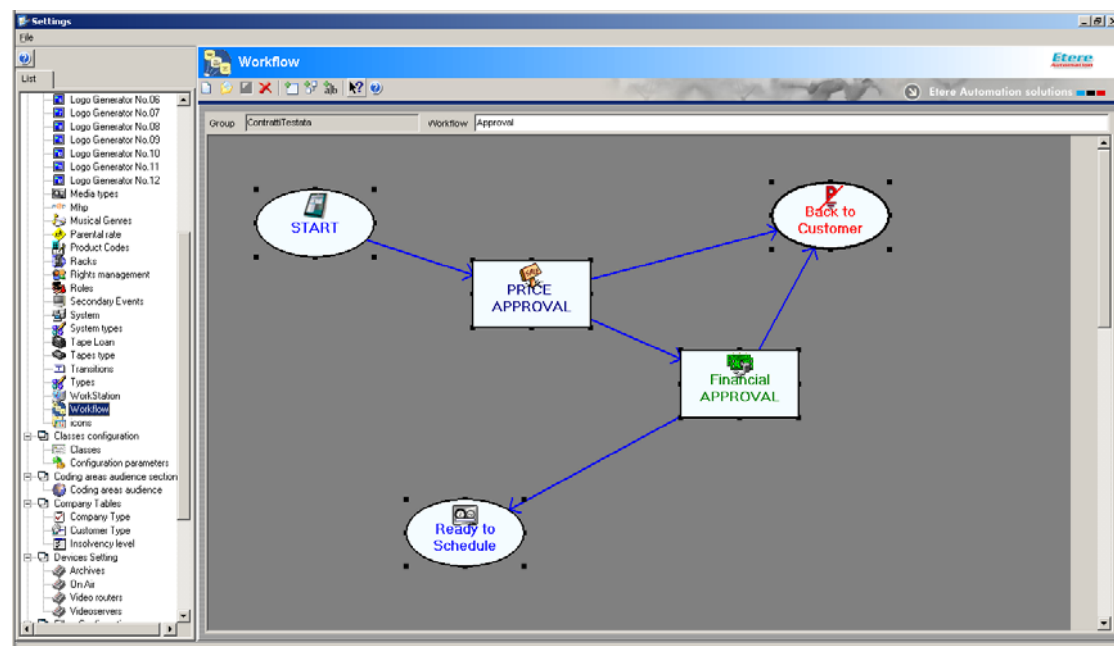
C.1 What is a workflow?

- 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

C.2 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

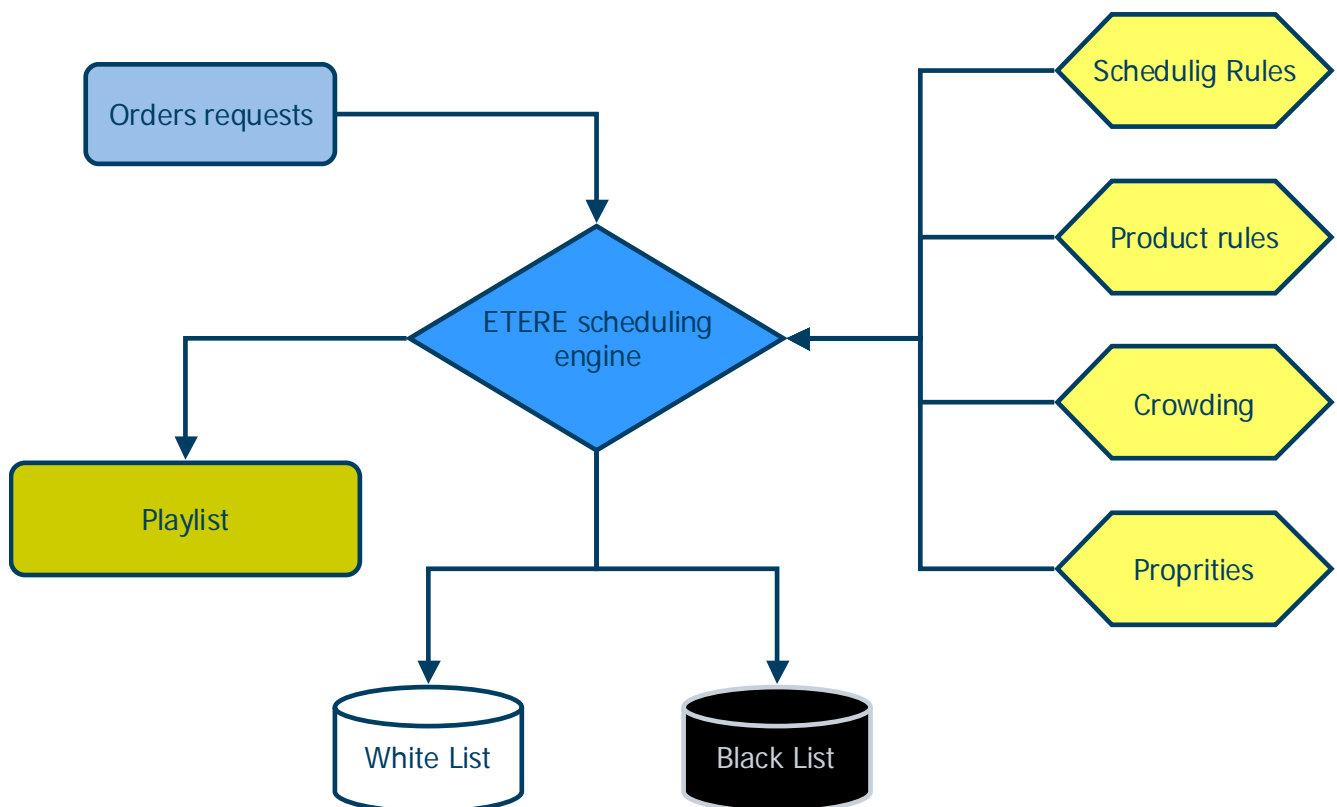
ETERE workflow track system control and log each action in the order processing.

D. Advanced scheduling

D.1 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





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

horizontal schedule - TV ETERE

File Modify Show Alternative schedules Tools Options ?

Check the Jingles Etere Automation solutions

Split 0 - Manila Split 1 - cebu Split 2 - Quezon City Split 3 - Puerto Galera

	Status	No. Event1	No. Event2	No. Event3
22/02/2006 - 15:00:00 DOCUMENTARY OTHER PROGRAMS Time:15:00:00	Left over 00:20:00			

Events present in White list

Contract	Line	Ramain...	Priority	Operator	Last exit date	Date of Operation	Note	Amount
BARILLA - BARILLA	Crackers Bonus	1	0	fabio		20/01/2006 15:25:26		€100.00
BARILLA - BARILLA	Crackers Bonus	1	0	fabio		20/01/2006 15:36:25		€100.00
BARILLA - BARILLA	Crackers Bonus	1	0	fabio		22/02/2006 12:49:30		€100.00
BARILLA - BARILLA	Crackers Bonus	1	0	fabio		20/01/2006 15:58:25	Move...	€100.00
BARILLA - BARILLA	Crackers Bonus	1	0	fabio		25/02/2006 16:38:22	Move...	€100.00
BARILLA - BARILLA	CRACKERS PAVESI	10	0	fabio		22/02/2006 12:49:03		€3.00
BARILLA - BARILLA	FLAUTI CAKES - MULI...	9	0	fabio		22/02/2006 12:45:32		€25.00
BARILLA - BARILLA	FLAUTI CAKES - MULI...	1	0	fabio		25/02/2006 16:37:59	Move...	€25.00
PROCTER&GAMBLE -...	ACE BLEACH	1	0	fabio		25/02/2006 16:38:16	Move...	€75.00
PROCTER&GAMBLE -...	SHOWER SOAP - INF...	1	0	fabio		25/02/2006 16:37:50	Move...	€75.00

Refresh ☒ View the whole day Exit

Total Returns: €25.00

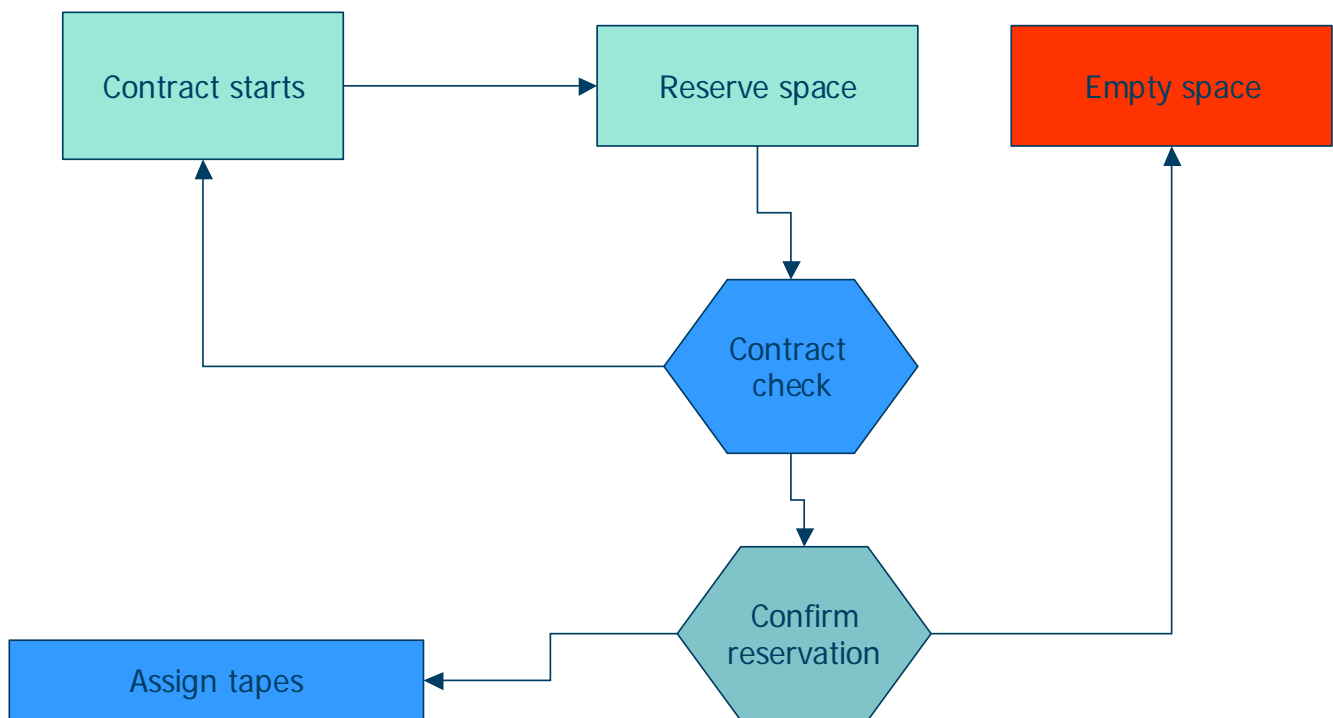
D.2 Reservation process

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



D.3 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

