

OnAir

Long Term Planning and Scheduling

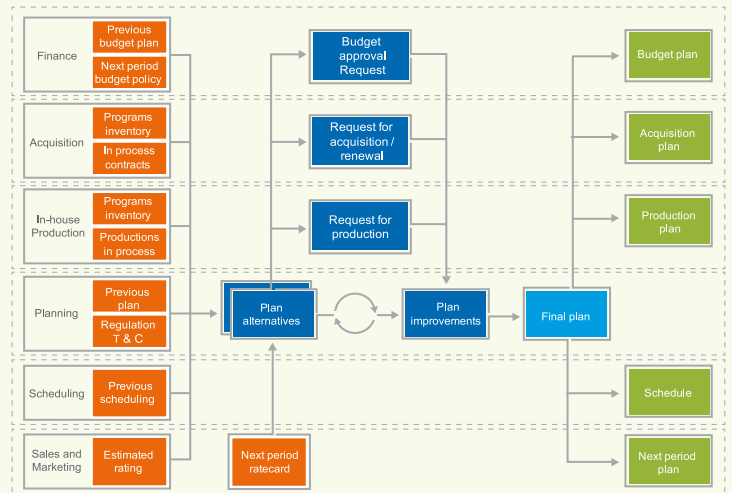
LONG TERM PLANNING AND SCHEDULING

OnAir provides the most powerful and versatile scheduling tools on the market. Whether you are running a single channel or an entire network, OnAir is uniquely positioned to help you make the best use of available content, optimize your airtime inventory, and eliminate scheduling errors. OnAir's Master Schedule accommodates complex network structures with multiple hierarchical channels, with full support for cut-ins and cut-outs, platforms and streams, and secondary events such as banners, logos and promos. Configurable display settings enable different users to focus on the data they need to perform their specific tasks.

OnAir features a dynamic long-term planning utility that allows you to create an unlimited number of alternate scenarios for a single planning period, rapidly analyzing each plan's costs and profitability. When you achieve the best results, you can output the plan directly to the Master Schedule.

FEATURES

- Supports an unlimited number of plans/schedules for any period of time
- Checks the fulfillment of quotas and other objectives, from the long-term planning stage all the way to as-run reconciliation
- Highly configurable analysis and BI tools
- Highly configurable look and feel allows you create custom planning and scheduling environments per company position
- Configurable rules prevent any planning or scheduling violations (e.g., rights, regulations, clashing)



BENEFITS

- Single scheduling environment for any type of content (e.g., programs, commercials, promotions)
- Maximize the utilization of existing content
- Rapidly evaluate alternate scheduling plans
- Test creative solutions without compromising the Master Schedule
- Anticipate future needs by planning for the long term
- Compile cost and revenue estimations to improve your bottom line



SintecMedia

Media Business Solutions

NEW YORK

110 W. 40th St.
Suite 1108
New York, NY 10018, USA
Tel: +1.917.606-5310
Toll Free +1.866.Sintec1
Fax: +1.917.606.5311

COLORADO

600 Grant Street
Suite 410
Denver, CO 80203, USA
Tel: +1.303.830.0600
Toll Free +1.866.Sintec1
Fax: +1.303.830.0601

ISRAEL

POB 34406
Jerusalem, 91342
Israel
Tel: +972.2.651.5122
Fax: +972.2.651.5133

UK

37 Broadhurst Gardens
London NW6 3QT
UK
Tel: +44.79.855.14281
Fax: +44.207.372.2328