

Product Sheet

# MediaSpot

## Sales Contract and Advertisement management Application Module

**SI MEDIA s.r.l.**

**HeadQuarters:** Via Vostanza, 5 - 31039 Riese Pio X (TV) - Italy

**T** +39 0423 750075 **F** +39 0423 750150 **E** info@si-media.tv

**www.si-media.tv**

 @SIMedia1978

 SI Media

**APAC Branch Office:** 21 Serangoon North Ave 5, #06-04

Ban Teck Han Building, 554864 Singapore

**T** +65 8432 5394

## MediaSpot

**MediaSpot** is a component of the **MediaList** application developed for the complete management of contracts and advertising schedules. **MediaSpot** is designed to fully meet the growing needs of all the advertising media: local and/or national dealers, TV and radio channels.

With **MediaSpot** component, manage the advertising contracts becomes simple and intuitive. **MediaSpot** is the reference point for the automatic generation of the invoices (**MediaAccount**), or to transfer data to any a billing or accounting software in your possession.

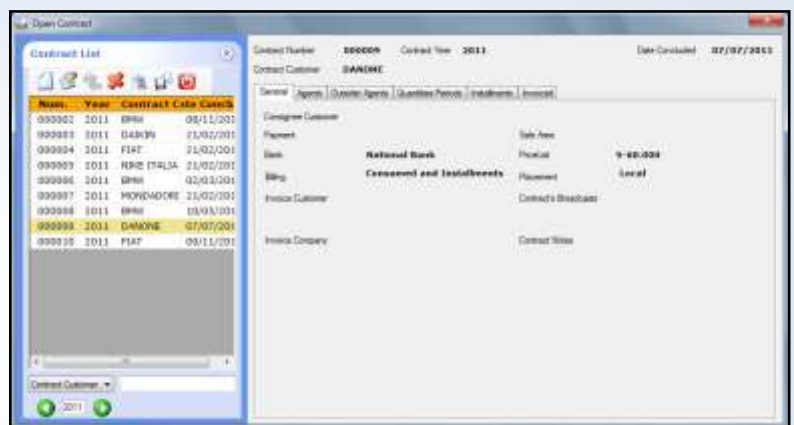
A complete list of features allow the user to plan the advertising contracts based on fixed or rotation planning. **MediaSpot** manages daily, weekly or monthly planning.

**MediaSpot** allows the system operator to edit each data of the advertising contract. Commercials, promotional messages, sponsorships, animation graphics can be managed with **MediaSpot**.

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

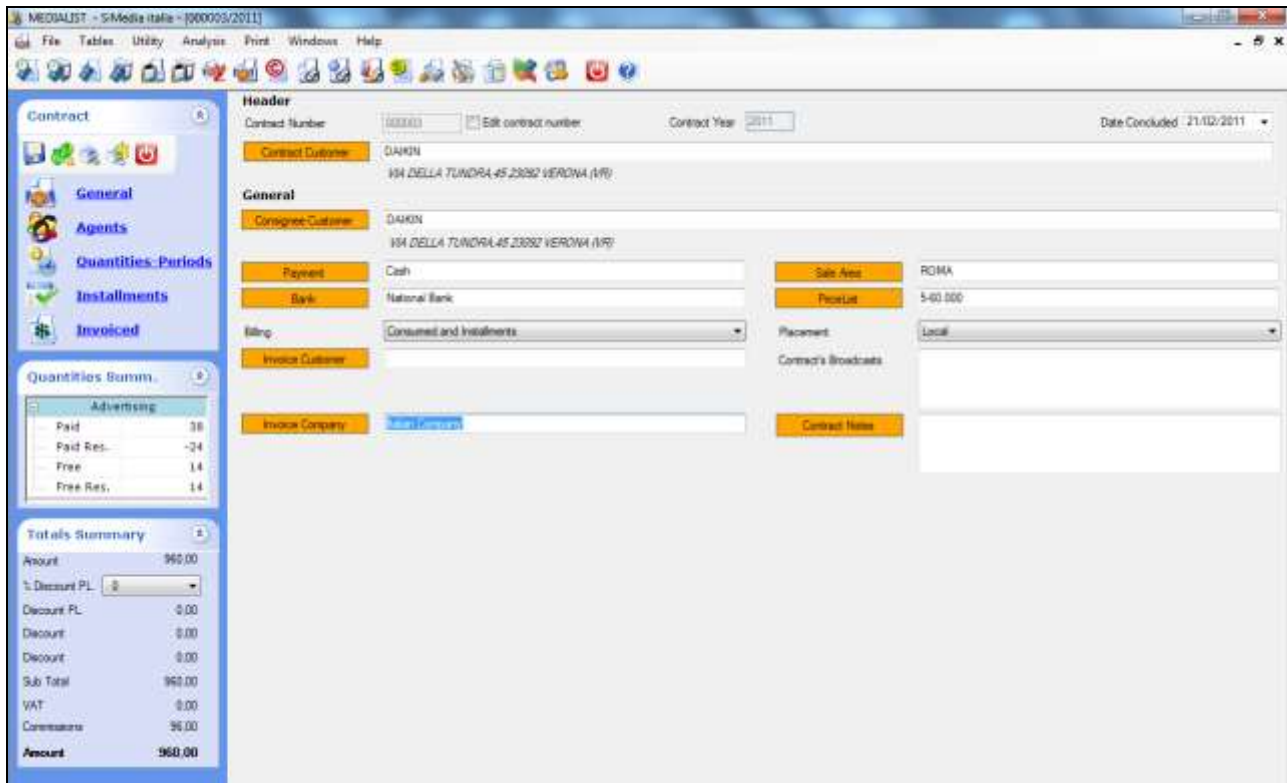
### Key Features:

- Management of advertising contracts
- Price list
- Customizable planning periods
- Agent commission. Agency discounts
- Reports for contracts and air time
- Pre-contract and advertising booking
- Advertising playlist and last second changes
- Export to billing or accounting software
- Full control of user rights



## Management of advertising contracts

**MediaSpot** 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 MediaSpot software interface for managing advertising contracts. The window title is "MEDALIST - SI-Media italia - [000003/2011]". The interface is divided into several sections:

- Contract:** A sidebar menu with options: General, Agents, Quantities-Periods, Installments, and Invoiced.
- Header:** Contract Number: 000003, Edit contract number, Contract Year: 2011, Date Concluded: 21/10/2011.
- Contract Customer:** DAKIN, VIA DELLA TUNDRA 45 36092 VERONA (VR)
- General:** Consigned Customer: DAKIN, VIA DELLA TUNDRA 45 36092 VERONA (VR)
- Payment:** Cash
- Bank:** National Bank
- Filtering:** Consumed and Installments
- Invoice Customer:**
- Invoice Company:** Mediaworld
- Sale Area:** ROMA
- Piece List:** 5-60.000
- Placement:** Local
- Contract's Broadcasts:**
- Contract Notes:**

**Quantities Summary:**

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
Discount	0.00
Sub Total	960.00
VAT	0.00
Commissions	96.00
Amount	960.00

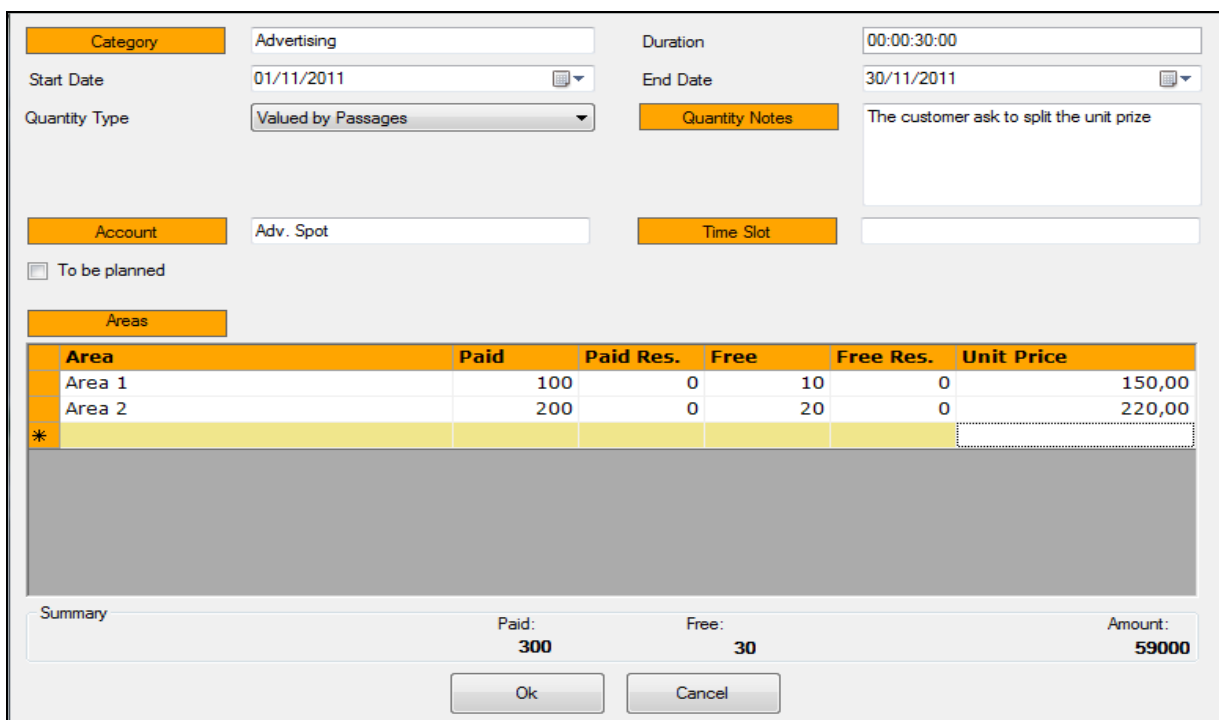
The contractual data, starting from customer, bank, agents, tax rates, financial accounts, payments and discounts can be exported to the billing or accounting software.

**MediaSpot** 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

**MediaSpot** 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.



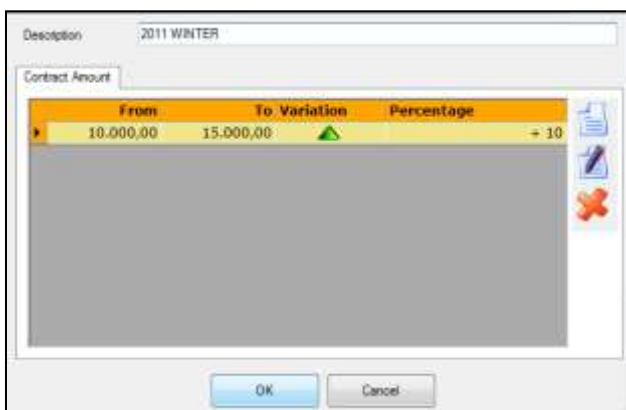
Category: Advertising | Duration: 00:00:30:00  
 Start Date: 01/11/2011 | End Date: 30/11/2011  
 Quantity Type: Valued by Passages | Quantity Notes: The customer ask to split the unit price  
 Account: Adv. Spot | Time Slot:   
 To be planned

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

Buttons: Ok, Cancel

(Pic.2)

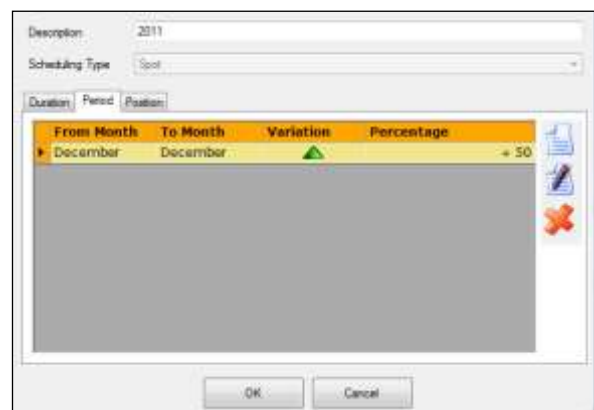


Description: 2011 WINTER

Contract Amount

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

Buttons: OK, Cancel



Description: 2011

Scheduling Type: Spot

From Month	To Month	Variation	Percentage
December	December	▲	+ 50

Buttons: OK, Cancel

(Pc.3)

## Customizable planning periods

**MediaSpot** manages advertising planning, leaving the user the possibilities to choose the type of rotation: daily, weekly, monthly, at fixed times or custom.

**MediaSpot** allows the user to add privileges in order to insert the advertising at the top and / or the rear of the advertising break; **MediaSpot** allows the user to control product type and the daily overcrowding

**MediaSpot** includes also "the distribution function" that helps the user to find in automatic way which are the empty advertising breaks where place the advertising planning.

Description: WEEKLY

Scheduling Type: Spot    Rotation Days: 1    Rotation Step: 1

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]		

OK    Cancel

Scheduling: DAILY ROTATION    SPOT

Rotation Days: 1    Weekly Management:     Privilege: 0

Rotation Step: 1    Automatic Shift:

Distribute: No Distribution

Tot Paid: 3    Tot Free: 1

P.3	F.1	1	
\$	1	07:00 [A]	
😊	1	07:30 [A]	
\$	1	08:00 [A]	
\$	1	08:30 [A]	
		09:00 [A]	
		09:30 [A]	
		10:00 [A]	
		10:30 [A]	
		11:00 [A]	

Validity

Start Date: 01/05/2008    End Date: 28/11/2008    Days Num: 212

Thursday	1	2	3	4	5	6	7	8	9	0	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	3	3
2008 May	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2008 June	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2008 July	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2008 August	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2008 September	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2008 October	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2008 November	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Even    Odd    Rotated Days    Rotated Weeks    Rotated Months    Day validity

Select All    Delete All    Group validity     Overlapping validities

## Agent commission

**MediaSpot** manages in a simple and complete way the agents and agencies commission's agreement.

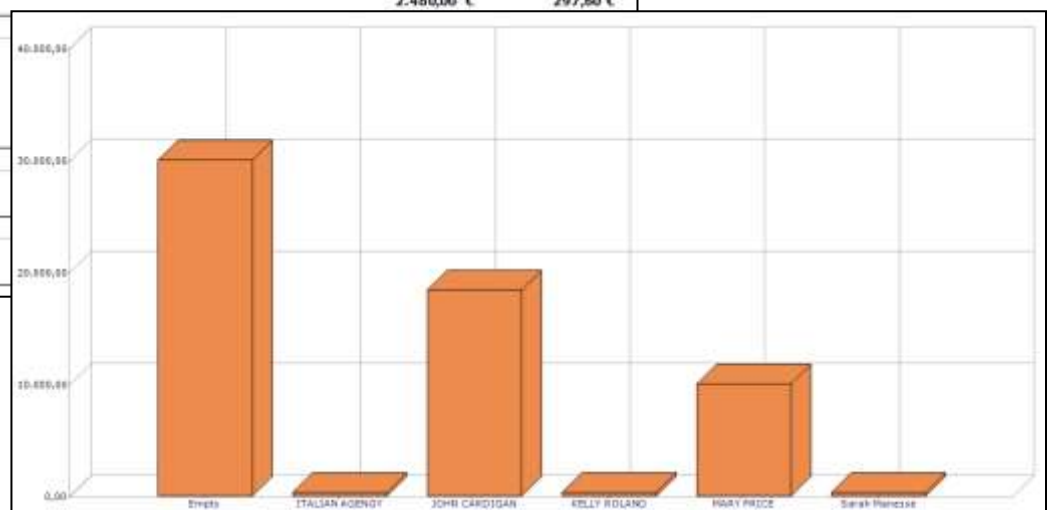
The commissions can be defined per channel, or per total amount of the contract or only a part of it.

**MediaSpot** allows the managing of commissions with multiple levels, introducing the concept of area manager and agent.

**MediaSpot** using reports and clear analysis allows the user to keep monitored the agents commission.

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

Analytic Commission					
SiMedia					
Playlist Type: Daily					
From Date:		01/01/2011		To Date: 31/12/2011	
Contract	Customer	Broadcast	Amount	Commission	
<b>ITALIAN AGENCY</b>					
000003/2011	DAIKIN	Channel1	2.480,00 €	49,60 €	
			<b>2.480,00 €</b>	<b>49,60 €</b>	
<b>JOHN CARDIGAN</b>					
000001/2008	BMW	Channel1	336,00 €	33,60 €	
000003/2008	BERETTA	Channel1	0,00 €	0,00 €	
000004/2008	FIAT	Channel1	0,00 €	0,00 €	
000008/2011	BMW	Channel1	7.232,00 €	1.374,08 €	
			<b>7.568,00 €</b>	<b>1.407,68 €</b>	
<b>KELLY ROLAND</b>					
000003/2011	DAIKIN	Channel1	2.480,00 €	297,60 €	
			<b>2.480,00 €</b>	<b>297,60 €</b>	
<b>MARY PRICE</b>					
000001/2008	BMW				
000004/2008	FIAT				
000007/2011	MONDADORI				
000010/2011	FIAT				
<b>ROBERT MAGNUM</b>					
000003/2008	BERETTA				
<b>Sarah Manesse</b>					
000003/2011	DAIKIN				



## Reports for contracts and air times

**MediaSpot** includes a complete list of reports for the 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.

Date: 29/11/2011



DAIKIN  
 VIA DELLA TUNDRA,45  
 23092 VERONA  
 VR

Broadcast: Area 1		Contract/Year: 000003/2011						
21/02/2011	07:30 s	07:30 s	07:30 s	08:00 s	08:00 s	08:30 s	09:00 s	
22/02/2011	07:30 s	08:00 s	08:30 s	09:00 s	09:30 s	16:30 s		
23/02/2011	08:00 s	08:30 s	09:00 s	09:30 s				
24/02/2011	08:00 s	08:30 s	09:00 s	09:30 s	09:30 s	10:00 s	12:30 s	15:30 s
25/02/2011	09:00 s	09:30 s	10:00 s	10:30 s	13:30 s	14:30 s	15:00 s	
26/02/2011	08:00 s	08:30 s	09:30 s	09:30 s	10:00 s	10:30 s	11:00 s	11:30 s
	12:00 s	13:30 s	20:30 s	21:00 s				

Code	Type	Description	Duration	Paid	Free	Tot.
a	Program	DAIKIN	00:00:32:13	44	0	44
<b>Total Showing:</b>				44	0	44

Date: 29/11/2011

**PRINT CONTRACTS**

Contract Number: **000003/2011**  
 Contract Customer: DAIKIN  
 Address: VIA DELLA TUNDRA,45  
 23092 VERONA VR  
 Date Concluded: 21/02/2011  
 Sale Area: ROMA  
 Payment: Cash  
 Bank: National Bank  
 Contract Notes:  
 Contract's Broadcasts:  
 Placement: Local      Billing: Consumed and Installment

Periods	Start Date	End Date	Program	Area	Paid	Free
	21/02/2011	26/02/2011	DAIKIN	Area 1	27	0
	21/02/2011	26/02/2011	DAIKIN	Area 1	18	0
	21/02/2011	26/02/2011	DAIKIN	Area 1	17	0

Quantities	Category	Free	Amount	Remaining	Consumed	Account
	Advertising	Free:	0	0	0	
		Paid:	10	-52	62	Amount:
	Advertising	Free:	14	14	0	
		Paid:	28	28	0	Amount:
						560,00 €
						<b>960,00</b>
						Discount PL
						0,00
						Discount 1
						0,00
						Discount 2
						0,00
						Sub Total
						960,00
						VAT
						0,00
						Agents commission
						134,40
						<b>Amount</b>
						<b>960,00</b>

## Pre-contract and advertising booking

**MediaSpot** allows the user, by an easy and intuitive workflow, to include the requests for booking the advertising space, which can be confirmed in order to become a real advertising planning.

Using the possibilities 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.



These booking are easily recognizable in advertising and daily playlist in order to solicit 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

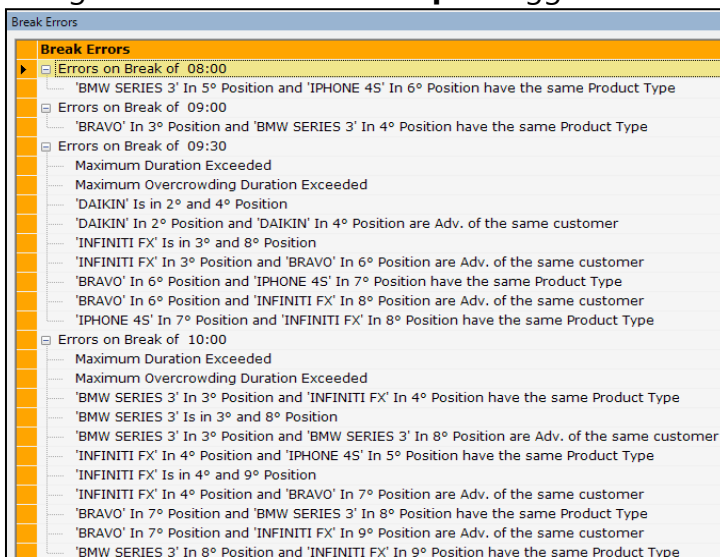


	08:00	08:30	09:00	09:30	10:00	10:30
Start Time	00:02:22:14 08:00	00:01:10:21 08:30	00:01:20:21 09:00	00:03:44:07 09:30	00:03:34:07 10:00	00:03:34:07 10:30
Jingle	Jingle START	Jingle START	Jingle START	Jingle START	Jingle START	Jingle START
Spots	INFINITI FX DAIKIN ARMANI JEANS BMW SERIES 3 IPHONE 4S	ARMANI JEANS DAIKIN	ARMANI JEANS BRAVO BMW SERIES 3	DAIKIN INFINITI FX DAIKIN ARMANI JEANS BRAVO IPHONE 4S INFINITI FX	DAIKIN BMW SERIES 3 INFINITI FX IPHONE 4S ARMANI JEANS BRAVO BMW SERIES 3 INFINITI FX	DAIKIN BMW SERIES 3 INFINITI FX ARMANI JEANS BRAVO IPHONE 4S BMW SERIES 3 INFINITI FX

(Pic.10)

**MediaSpot** allows the user to manage the advertising playlist separately from the daily playlist. In this way is more intuitive and simple to fix problem regarding advertising overcrowding , manage movements and deletions, check 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)

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



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

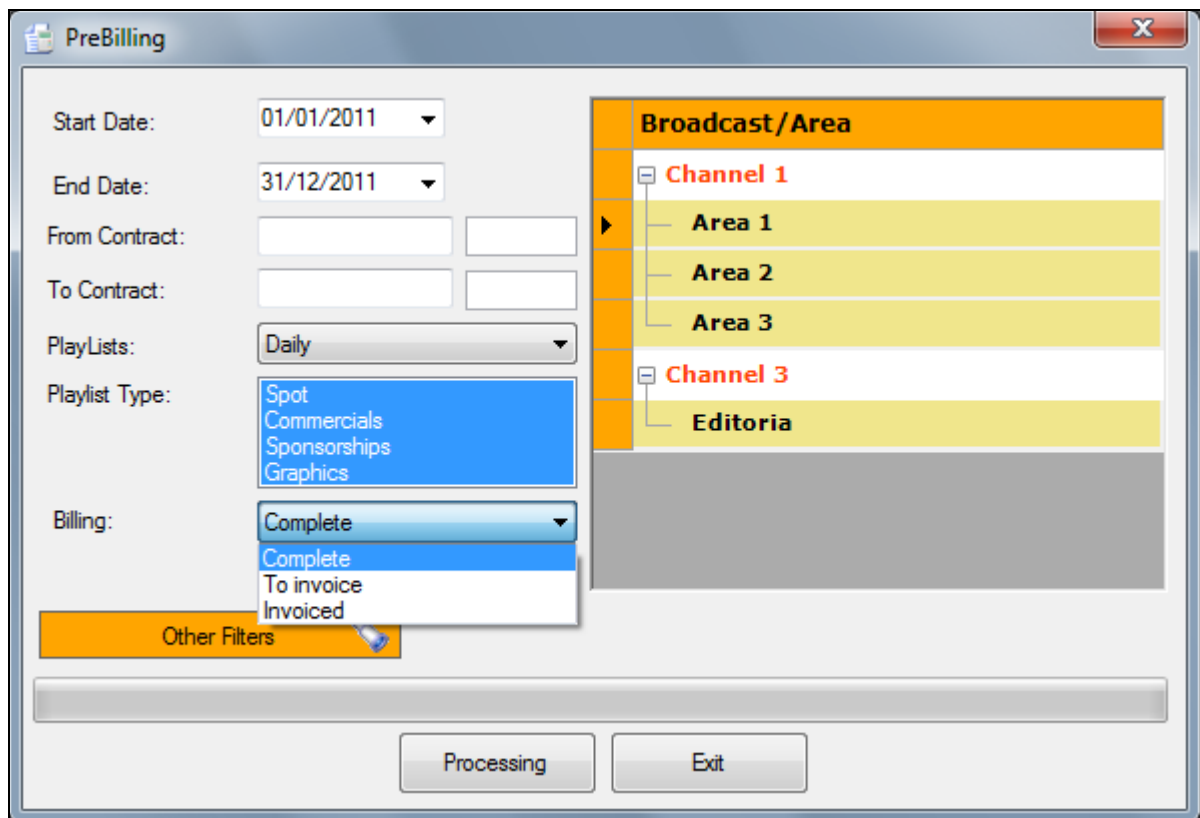
Insertions, deletions and movements are simple and immediate operations. **MediaSpot** includes functions for automatically filling jingles, promos and commercials.

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

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

**MediaSpot** allows the user to collect all the economic data of a specific period, filtered through a long list of possibilities, in order to obtain a table of pre-billing. Using the Simedia application module **MediaAccount**, invoices are generated automatically and the user can also export all data to billing or accounting software.



**PreBilling**

Start Date: 01/01/2011

End Date: 31/12/2011

From Contract: [ ] [ ]

To Contract: [ ] [ ]

PlayLists: Daily

Playlist Type: Spot, Commercials, Sponsorships, Graphics

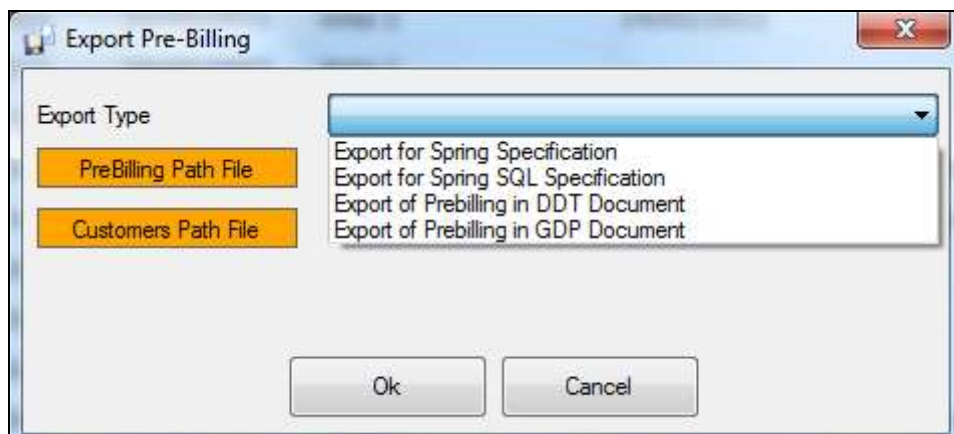
Billing: Complete (dropdown menu open showing Complete, To invoice, Invoiced)

Other Filters [ ]

**Broadcast/Area**

- Channel 1
  - Area 1
  - Area 2
  - Area 3
- Channel 3
  - Editoria

Processing Exit



**Export Pre-Billing**

Export Type [ ]

PreBilling Path File

Customers Path File

Export for Spring Specification  
Export for Spring SQL Specification  
Export of Prebilling in DDT Document  
Export of Prebilling in GDP Document

Ok Cancel

## Full control of user rights

**MediaSpot** allows the user to manage in a complete way the program access rights, allows also to create different profiles for different user categories, dividing them by office type.

User **User groups**

User: DEMO

PassWord: DEMO

Expand/Collapse

Broadcast/Area	Validity
SiMedia	<input checked="" type="checkbox"/>
Channel 1	<input checked="" type="checkbox"/>
Area 1	<input checked="" type="checkbox"/>
Area 2	<input checked="" type="checkbox"/>
Area 3	<input checked="" type="checkbox"/>
Channel 2	<input type="checkbox"/>
Canale 2	<input type="checkbox"/>
M02	<input type="checkbox"/>
SALA 1	<input type="checkbox"/>

Rights	Rights Type
Advertising	
Playlist	Write
Emission	Inherits from group
Playlist closure	Write
Emission Playlist Closure	Inherits from group
Contract Management	Write
General Contract	Write
Agents Contract	Write
Outsider Agents Contract	Nothing
Installments Contract	Write
Quantities Contract	Write
Periods Contract	Write
Pre-Contract Management	Write

OK Cancel

Group **Group users**

Group users:  Select all group users

Users outside the group:  Select all users

Sel.	User
<input type="checkbox"/>	A
<input type="checkbox"/>	ADV
<input type="checkbox"/>	CONC
<input type="checkbox"/>	DEMO
<input type="checkbox"/>	DINAMO
<input type="checkbox"/>	FABIO
<input type="checkbox"/>	OPE
<input type="checkbox"/>	OPE 1
<input type="checkbox"/>	PLAN

OK Cancel