Few areas of Broadcast are of extreme importance from the revenue point of view, accurate and efficient advertisement management is one of them. Optimized monetization of your airtime can increase revenues and at the same time reduce the manpower requirement. QuickEdge Broadcast Management System (BMS) is an enterprise grade Scheduling system which unifies the sales ecosystem with a centralized solution which supports dynamic insertion, reporting and management of Television Advertising with emphasis on accountability.

Part of the QuickEdge Automation suite, QuickEdge BMS inherits the core DNA of Simplicity and Stability. QuickEdge BMS has been designed keeping in mind the latest trends in the broadcast industry and is optimized for the Cloud eco-system. The adaptive Scheduling Engine prioritizes higher revenue orders and manages conflicts in the most efficient way, enabling last minute changes to the schedules.

An open API ensures seamless integration with various Automation Systems including our very own QuickEdge Automation.

- **Order Management:** Advanced adaptive spot processing helps you to manage daily, weekly and monthly schedules with the most complex business rules. Unallocated slots can be rescheduled using drag and drop user interface.
- **Masters for Program and Breaks** for automated program generation along with provision for Manual last minute program insertion
- **Cloud Ready:** Supports instant deployment on Amazon EC2 Cloud. Performance and can be scaled up on demand.
- Reports for in-depth Analysis: Customer based Revenue, Slot wise revenue, Sales person performance, yearly revenue growth etc
- FPC to view monthly, weekly and Daily program schedule along with Centralised visualization of the FPC.
- Custom Invoicing with localized multiple tax rates and custom Company Information

**Web Based & Cloud Compatible**
Comprehensive Reports
Exhaustive reports with wide range of parameters covering all critical statistics based on both Customers as well as time slots. Generates great insights for planning well directed Ad-Campaigns.

Low res preview
Along with QuickEdge MediaWorker ingested commercials can immediately be previewed and attached.

Metadata Import from MAM
Media metadata imported from MAM systems help in filtering expired media utilizing the rights management functional-

SYSTEM REQUIREMENTS

**Server**
- Intel Xeon Quad Core
- 8GB DDR4 RAM
- 100GB SSD HDD on RAID
- Gigabit Network Card

**Client**
- Intel Dual Core or Higher
- 1GB RAM
- 160GB HDD
- Gigabit Network Card
- Windows 7/8/10, Mac OS 10.7+, Ubuntu 12.04+

**Automation***
- BXF and XML Protocol supported automation Solutions
  *Please contact us for recommended Automation solutions

Supports BXF Protocol
Supports industry standard Broadcast Exchange Format for integration with compatible third party applications. For systems which do not support BXF, XML based integration is supported

Advanced Auto Scheduler
Auto scheduler intelligently schedules ads with highest precision for maximum airtime utilization

Media Trim Functionality
HTML5 Player based preview window comes with rough cut Functionality and Eliminates the need for NLE systems for

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* Please contact us for recommended Automation solutions