

## BROADCAST MANAGEMENT SYSTEM



PLAN



BROADCAST



ANALYZE

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 centralised 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

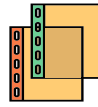


WEB BASED & CLOUD COMPATIBLE



### 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.



### Supports BFX Protocol

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



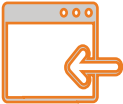
### Low res preview

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



### Advanced Auto Scheduler

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



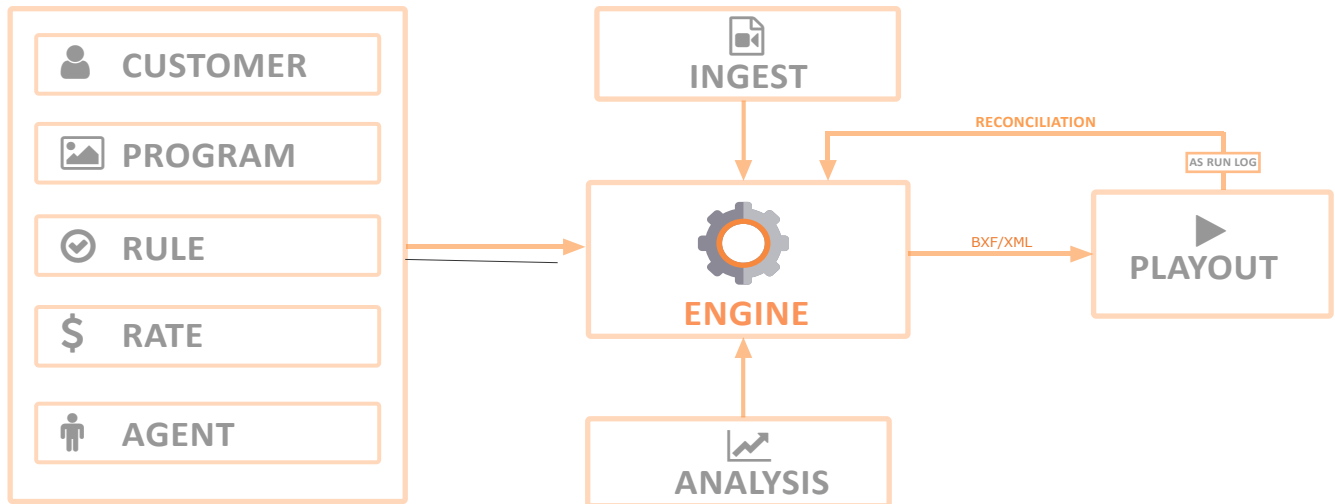
### Metadata Import from MAM

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



### Media Trim Functionality

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



## SYSTEM REQUIREMENTS

### Server

Intel Xeon Quad Core  
8GB DDR4 RAM  
100GB SSD HDD on RAID  
1/5  
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\*

BFX and XML Protocol supported automation Solutions  
\*Please contact us for recommended Automation solutions

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**QuickEdge™**

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MANAGEMENT SYSTEM**