

# Dynamic Communication with Live Log Increases Efficiency and Drives New Revenue

## Application Note

### Overview

From reality show finales to heated political debates to high-profile sporting events, “what’s hot on TV” is always changing, compelling advertisers to demand high-visibility placements at the last minute. However, their efforts to optimize ad inventory on a real-time basis are often hampered by manual systems between their scheduling and automation functions.

Often, employees in the traffic and master control departments act as couriers, trudging up and down the stairs with spreadsheets or manual pages to hand-off the master playlist to be used in automation. On a hit-or-miss basis, such updates will occur throughout the day as schedule changes take place. This reliance on physically manipulating playlists and manually inserting spot copy changes is very inefficient, increasing costs and wasting time. As well, significant revenues are lost due to often-missed opportunities to place the highest value ads into the appropriate spot as the schedule changes.

### Solution Description

The xG Live Log™ solution creates tighter, smarter integration between LandmarkOSI™ Traffic & Billing software and the ADC™ automation system. Based on the open BXF (SMPTE2021) standard, xG Live Log enables real-time, bidirectional communication between traffic and the automation’s playlist.

With xG Live Log, scheduled changes made in traffic can flow seamlessly into the automaton schedule. The automation provides as-run messages when the event plays, making reconciliation more of a real-time process. Master Control operators no longer need to dedicate huge chunks of time to manipulating playlists and manually inserting spot copy changes. The edits can be performed by the traffic department through xG Live Log and communicated electronically throughout the workflow.

Other key xG Live Log functionality includes frame accurate timing, which is used for timing out the logs for a particular program to their exact times, allowing the traffic department to manage the on-air schedule down to individual frames. For example, if a commercial spot is received and the spot is 29 seconds and 13 frames, it would traditionally be booked as a 30-second commercial. If several of these are booked, several seconds of airtime could become available in a particular half hour. By using xG Live Log, traffic can recapture this time to ensure an accurate schedule, and to create additional sales inventory.

xG Live Log can assist the traffic department to recapture time so that more advertising can be sold, **and more revenue made.**

The illustration above calculates the value of seconds that are lost from advertising that is received and is actually shorter than the number of seconds booked. The example uses an average of 14 minutes of commercial time per hour, carrying approximately 37 commercials of varying lengths.



xG Live Log Frame Accurate Timing Illustration		
	Example	Use your own calculations
Commercial minutes per hour	14	
Number of Commercials per hour (all lengths)	37	
Percent of avails received short	40%	
Fractional seconds short on avg.	0.50	
Additional seconds gained for ads (per hour)	7.3	
Total seconds gained per 24 hours	175	
15 second ad spots gained in 24 hours	11	
Revenue Value of one 15 second ad (USD)	\$750	
<b>Value of new avails available for sale</b>		
Value of total 15 second ads now available for sell	\$8,250	
Value of new avails available per day	\$8,250	
Value of new avails available per week	\$57,750	
Value of new avails available per year	\$3,003,000	

If 40% of commercials are received short of their ordered time, a channel will gain 1052 additional seconds per 24 hours, which equates to 11 new 15-second spots (dividing 1052 into 15 second ads over a 24-hour period).

Assuming the value of one 15 second ad (USD) is \$750.00, **this could create \$8,250 of new revenue on a single day.** Extend that for an entire year and the amount could be close to \$3.3 million! You can use your own numbers, but this is a good illustration on how recapturing time can make and save money.

## Business Value

With xG Live Log, station groups can realize the business benefits of increased revenue, smarter workflows and reduce error rates.

### Increased Revenue

- Revenue is maximized, as inventory is available for sale up to the last minute
- Reduced preempted inventory results in fewer make-good credits, as all available inventory is monetized and not given away for free

### Faster, Simpler Workflow

- Processes among traffic, master control and accounting are streamlined
- Late changes to the log are automatically received/processed
- Changes can be made to playlist no matter its location; useful in hub environments wherein traffic generation occurs in a different location than playout

### Reduced Error Rates

- Instant, communication between traffic and automation eliminates manual errors, avoiding issues with transposed numbers, illegible handwriting, etc.
- xG Live Log "won't allow" users to enter/assign incorrect spot numbers or key codes
- Existing errors are more easily identified and removed electronically

For more Information, visit:

<http://www.imaginecommunications.com/products/playout/automation-asset-management/xg-live-log>