IMAGINE COMMUNICATIONS

xG Schedule™ Cloud-Based Planning and Scheduling

Industry's First Cloud-Based Planning and Scheduling System for Linear and Nonlinear Platforms

XG Schedule™ is the industry's first cloud-based planning and scheduling system for linear and nonlinear platforms, including on-demand, mobile and streaming.

Adaptable to the cloud, on-premises or hybrid deployment models, the latest innovation from Imagine Communications' ad management portfolio made its North American debut at the 2016 NAB Show.

The new xG Schedule provides global broadcasters with a unique approach to inventory monetization by unifying and simplifying scheduling and program planning operations across the entire business.
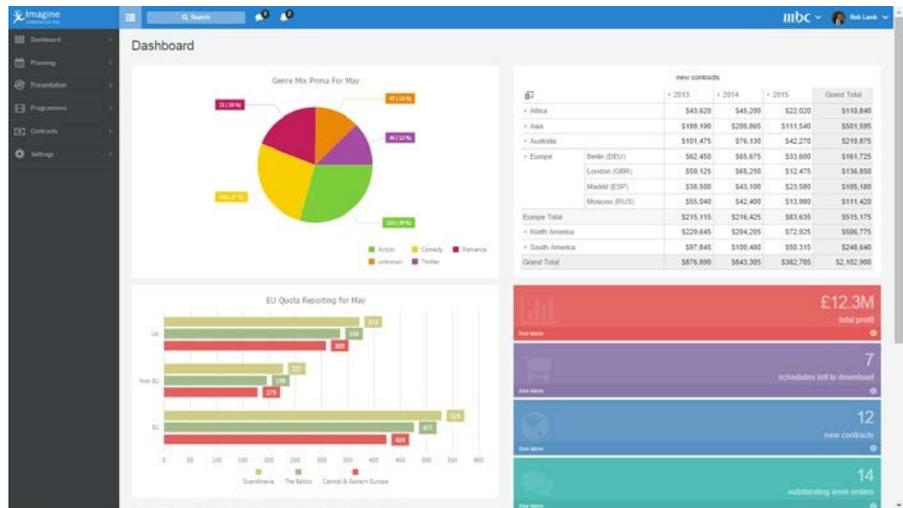
The modular, integrated solution enables media organizations to leverage content assets — from planning through delivery — across all distribution platforms and available usage windows.

xG Schedule makes the traditional, business-limiting view of linear-only schedules a thing of the past.

Using xG Schedule, programming teams can plan schedules across multiple linear, nonlinear, web and mobile platforms with streamlined validation against content and usage rights, as well as organizational business rules.

It incorporates advanced search capabilities across content inventory and features integrated media playback, which enables broadcasters to preview a single item or a complete break.

- **Federated Search** — Simultaneous search across rights, program schedules, presentation logs and more enables key information to be found easily, e.g., type Simpsons + Bart – Krusty to locate all items with the Simpsons and Bart, but not Krusty, as metadata.
- **KPI Dashboards** — Customizable dashboards spotlight interests and provide instant focus on what matters most to an organization.

Key features include:
- **Platform Portability** — Industry's first "any device" planning and scheduling solution works on desktop browsers, phones, tablets, even an Xbox!
  - **Multiplatform Scheduling** — Single or multichannel visual scheduling and nonlinear multiplatform content can be managed in a single application.
  - **Contracts and Programs** — Rights information can be integrated and viewed within xG Schedule windows to ensure content licenses are valid across the multiplatform environment.

The industry's first truly global planning and scheduling solution, xG Schedule dynamically adapts to all cultures and languages and is the only system to offer native support for right-to-left (RTL) orientations. Menus, dates and times, schedules and content information automatically adjust to the selected language. The system also offers full multicurrency capabilities, allowing broadcasters to support multiple regions and markets in a centralized or distributed environment.

xG Schedule tightly integrates with other products in the Imagine Communications ad management portfolio — including Landmark™ Sales, Rights & Scheduling and Broadcast Master™ — creating an intelligent, end-to-end workflow for nonlinear/linear scheduling that enables media organizations to extract maximum value from their content investment. ■

www.imaginecommunications.com/xg-schedule