

LandmarkOSI Traffic & Billing Automated Copy Instructions

More efficiency, fewer make-goods

Imagine Communications' LandmarkOSI Traffic & Billing is the first traffic and billing system in the industry to introduce the ability to receive and electronically ingest commercial instructions. Developed in partnership with leading media services provider Entertainment Communications Network (ECN), this innovative feature leverages version 3.0 of the industry standard SMPTE Broadcast eXchange Format (BXF)

Order	Contract	Product	Brand	Station	Local	Startdate	Enddate	Starttime	Endtime	Length	Rate	Brand	Comments
001	001	001	001	001	001	001	001	001	001	001	001	001	001
002	002	002	002	002	002	002	002	002	002	002	002	002	002
003	003	003	003	003	003	003	003	003	003	003	003	003	003
004	004	004	004	004	004	004	004	004	004	004	004	004	004
005	005	005	005	005	005	005	005	005	005	005	005	005	005
006	006	006	006	006	006	006	006	006	006	006	006	006	006
007	007	007	007	007	007	007	007	007	007	007	007	007	007
008	008	008	008	008	008	008	008	008	008	008	008	008	008
009	009	009	009	009	009	009	009	009	009	009	009	009	009
010	010	010	010	010	010	010	010	010	010	010	010	010	010

to simplify commercial scheduling and reduce make-goods due to rotation entry errors. This game-changing technology has the potential to make obsolete an unwieldy, manual process that has been in place and tolerated by traffic departments for more than 40 years.

Tens of thousands of commercial instructions and radio spots are distributed each week via email or fax to broadcast media outlets on behalf of advertising agencies. Upon receipt, stations and networks spend an average of three to four minutes manually entering each indi-

vidual commercial copy instruction—inputting the airdate, advertiser, brand, commercial code (Ad-ID or ISCI), length and other details into their traffic systems. Special instructions for time-sensitive buys such as one-day sales, movie openings and last-minute auto promotions further compound the complexity. And as media placement has become increasingly granular and accountable, and the number of media outlets managed by traffic departments has surged, the risk of costly copy input mistakes and discrepancies has risen significantly.

The integration between ECN's service and Imagine's LandmarkOSI significantly accelerates workflows between media placement and air-time. Leveraging ECN's existing connections with media buying systems, the commercial schedules are ingested into the LandmarkOSI Copy Inbox using XML messages—eliminating the labor-intensive process of manually rekeying information received via fax and e-mail, along with the inevitable human errors with the associated data entry. The system then automatically maps metadata information and then proceeds to assign rotation information based upon the file instructions.

By leveraging XML delivery of agency-approved commercial instructions, broadcasters can more quickly review, reconcile, revise and reach consumers, all with greater accuracy and less expense. The feature also enables other key efficiencies that include closer-to-air ad buys, last-minute scheduling changes and immediate scheduling confirmation.

Able to ingest any BXF 3.0-compliant file, the new automated copy feature allows LandmarkOSI Traffic & Billing customers to electronically confirm and accept incoming instructions with a click of the button and have a streamlined process for order updates. The feature has already yielded significant efficiency gains for these customers—improving productivity in multiple cases over 50 percent, while significantly reducing copy input mistakes and discrepancies that create costly make-goods and dissatisfied advertisers.

By combining their expertise and technology, Imagine Communications and ECN have produced a revolutionary tool that will allow station staff to focus on the business of media, rather than the tedium of data entry.

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