

# Etere Executive Scheduling

Perform a strategic planning of your schedules with the maximum of programming flexibility and improved leveraging efficiency

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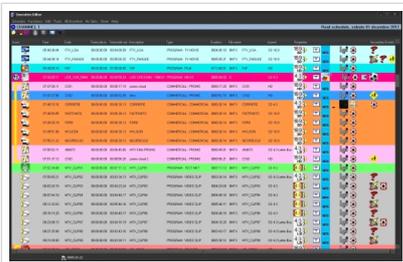
(EE - Scheduling Secondary Events)



(Secondary Events Timeline)



(Scheduling Secondary Events)



(Scheduling Executive Editor)

Etere Scheduling boosts efficiency in managing long-term scheduling. The product's main features derive from the Etere Air Sales experience (i.e. As Etere Air Sales manages commercial advertising, Program Scheduling manages Serial TV copyrights).

Etere Program Scheduling underlines the Strategic Editing aspects. It is an integrated solution to manage copyright contracts, serial metadata and clips at the same time. The schedule grid may be segmented in advance according to the planned future programs to broadcast, so that serials, promos and short events may be scheduled apart from the digital content (i.e. before handling actual clips to broadcast).

Etere Scheduling allows operators to use a schedule grid to plan their own dynamic strategy over a virtual canvas in a shared environment. This grid allows operators to reduce error occurrences. A program sequence is pre-selected and automatically located, being careful to maintain a stable TV format. For instance, a typical grid can be made as follows:

- Station promo;
- Future programming promo;
- Commercial break;
- Station promo;
- Live announcement;
- Program 1st part;
- Station promo;
- Commercial break;
- Future programming promo;
- Program 2nd part.

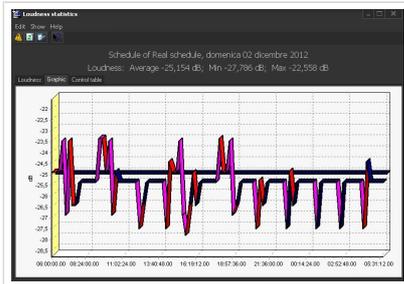
The scheduling composition starts from parts of the day, then continues with the program definition (e.g.: cartoons, movie, etc.) and ends with the schedule template. Schedule simulations are allowed at any time. The following properties must be set:

- Foreseen duration;
- Actual duration;
- Program details;
- Scheduled Day (e.g. Monday);
- Scheduled Time;
- Parts of the day Position.

The well-organized playlist built-up by Etere Scheduling permits operators to easily ask the purchasing department for the kind of contents to schedule.



# Etere Executive Scheduling



## Seamless Integration

Etere Scheduling is tightly integrated with the automation and it can manage various scheduling levels through the use of its flexible but powerful module: Executive Editor, whose multifunctional and user-friendly interface allows to easily building up sophisticated schedules, even permitting you to edit them schedule just before running.

Etere Scheduling with Audience integration is a standard feature. A chart audience wizard, related to the recorded video, gives a better comprehension of the competitors' audience composition.

Customized reports are allowed as well. Etere Query Manager makes it easy to customize search parameters, saving the respective shortcuts for the following searches. Etere leaves nothing to chance by providing exact statistical analysis and complete control of the schedule workflow.

Etere Browsing integration provides low-resolution previews. You can always have an exact overview of what is going on your Network (i.e. you can keep track of daily and hourly scheduling costs).

All Etere functions are based on Microsoft SQL technology to improve speed and security while offering the required base for modular enhancements. Etere is based on a relational database empowered by research properties never imagined before. Researches of clips are carried out in order to give immediate references retrieving the actual digital information only on demand.

Rights Management integration handles the financial information of series (e.g.: rights cost, production cost, varying cost, etc.) and provides the full economic exploitation of serial rights (i.e.: the system control if the serial contents have got the rights to be aired. The serial contract terms usually claim that the serial has to be broadcasted a certain number of times on appropriate channels within a certain time slot).

