

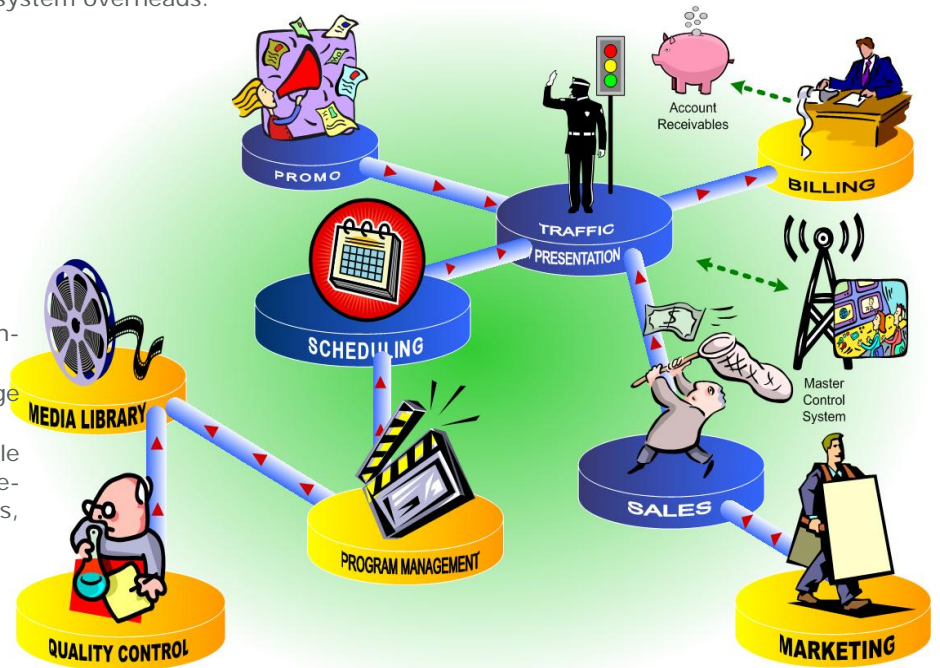


Product Overview

Gen21 is a comprehensive, versatile, functionally rich and enterprise-wide business solution for broadcasters. The fully integrated and modular design of the system drives each different entity of the broadcast value chain. **Gen21** has the capability to manage all the operations right from Program Acquisition, Scheduling, Sales, Marketing, Traffic, Presentation, Promo, Automation Interface, Reconciliation of spots for Invoices, Content Management, Library & Quality Control. Built on proven Oracle technologies, **Gen21** unflinchingly supports business-critical applications while delivering competitive advantage through increased efficiencies and reduced operational/system overheads.

Gen21 Broadcast—Product Features

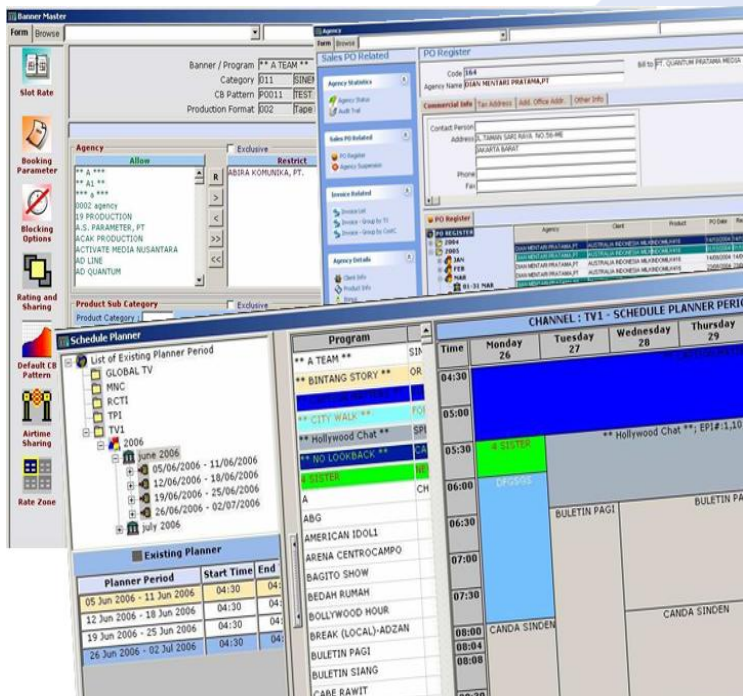
- **Multi Channel, Multi Region Support** with Integrated Multiple TX Log Processing
- **Full Integration and Ready Interfaces** available to all extension modules
- **Proven Performance and Security**
- **Frame accurate** transmission schedules
- **Historical and Audit Trail** features
- Very detailed and secure **Workflows** for enhanced operational efficiency and control
- **Extensive Reporting** - Provides a wide range of operational and management reports
- **Time Saving Features** - Strategic Schedule Planner, Powerful Sales PO/Auto Spot Placement facilities, Link to Automation Systems, Auto Reconciliation & Built-in Billing rules
- **Customizable, real time** reports technology



Gen21 Broadcast - Functional Details

Gen21 Scheduling

- Efficient and user-friendly Scheduling Planner facility
- Multiple Channel and Multiple Region ready
- Frame-Accurate time definitions
- Auto creation of Slots & Banner-related validations enforced
- Bulk parameter modifications across multiple days
- Integrated with Content Management (for Run Control)
- Built-in 'Un-schedule' capability
- Automatic As Run Log synchronization



Gen21 Sales

- Multiple PO types, Packages and Commercial time-band restrictions Support
- Tight Agency/Client/Product/Versions consistency control
- Built-in system-based placements and notifications
- Flexible positioning and product version assignment support
- Flexible multi region rate card with Object Type aggregations
- User-friendly drag/drop spot placement facility
- Single or multiple Make-Good on pre-empted spots
- Extensive status reporting items for clients
- Complete booking and performance-related reporting

Gen21 Traffic

- User-friendly drag/drop, Cut/Paste, Color-coded Traffic Log Manager and Log Summary screens
- Total control over Slots, Commercial Breaks and Event placements
- Multi format, multi region & multiple editing session support
- Automatic Under/Over notification and built-in Late Order handling mechanisms
- Seamless Automation system integration/Log Reconciliation
- Complete placement status & decision support reporting

Gen21 Promo

- Accommodates promos of various Object Types
- User-friendly, drag/drop, cut/paste Promo Planner facility
- Time period validity check throughout
- Automatic sequencing & Prioritization commercial breaks
- Multiple promo Find and Replace features
- Flexible reporting formats



Broadcasting Solutions

Gen21 Extensions - Functional Details

Gen21 Content

Acquisition

- Multi-dimensional Acquisition Contract handling
- Titles, License, Airing Rights, Sharing & Cost Mgmt
- Multi-dimensional Information on Content
- Distributor Payment Schedule and Deadlines Alerts
- Runs/Usage and Revenue Management
- Amortization Schedule Management
- Various Operational & Management Reports for Analysis
- Total Integration to related GEN21 Suite of Products

Library

- Contents and Blanks Media Library Management
- Receive/Manage Circulation of Programs, Archives, Commercials, Promos
- Allows enforcement of Departmental budgeting Extensive Labeling and Content Description
- Enhance operational efficiency with bulk media handling functionalities
- Relocation / Returning, Recycling & Disposal Processes handling
- Parameterized Bar-Code Printing and Reading
- Extensive search mechanism to locate the material
- Extensive reporting capabilities to track all historic and stock related information

Gen21 Financials

Billing

- Auto/manual generation of airtime/non-airtime invoices
- Built-in pre-invoicing checks and Split/Group Invoicing
- Multiple Invoice, Log Proof and Receipt formats
- Localized Tax Invoice (Faktur Pajak) formats
- Posting to Account Receivable system
- Produces Invoice, Log Proof, Tax Invoice, Credit Notes
- Complete billing status & decision support reporting

Gen21 Interfaces

Automation System Interface

- Support for a two-way interfacing (Final Log export/As run Log Import)
- Providing seamless and effortless Play-list generation and Log Reconciliation for Billing
- Any leading automation systems interfacing

Accounting Interface

- Posting of Accounts Receivable data to any legacy Finance/Accounting systems
- Provide information for Credit Notes and Collection

AC Nielsen Interfaces

- Data Comparison and Historical Reports
- Enhanced analysis for Makegood
- Market-relevant Package Creation



Quality Control

- Quality monitoring of Technical as well as Content-related aspects of Media
- Technical QC and Program Cue Sheet deliverables
- Enforcement of Procedure-based validations
- Inter-departmental Approval support
- Full segmentation, Censorship and Revisions support
- Scheduling and Airing Info integration

Online Sales

- On-Line PO Registration and handling
- Optional on-line Spot Bookings
- View Slot Availability and Rate Cards on-line
- Media Order Booking Status
- Log Proof and draft Invoice viewing
- Various Management reports available on-line

Gen21 Analytics Marketing

- Define the best sales packages/pricing strategies via Revenue / Profit & Loss Analysis
- Highly flexible Package Manager for all types of packages (Regular, Sponsorship, Barter etc)
- Client / Agency Bonus Management & audit trail included
- Integration to third party marketing data (e.g. AC Nielsen)
- Package Realization Processes / Reports
- Efficient Package Builder based on user defined parameters
- Pre-finalization proof facility included

Reports Builder

- A Business Analysis tool over various business areas
- Query-based 'Worksheet' creation and management
- Scheduled execution of worksheets
- Managing security – User access & privileges
- Drill down reports for detail information with graph facility



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