

# Powerful and comprehensive traffic management software



## DigiPlan

DigiPlan is an extremely sophisticated traffic management software developed by OPNS, proud of 30 years of experience in the field of broadcast scheduling.

In a **multi-user environment** you **schedule advertising campaigns** while customizing a wide range of criteria, organizing them by break or slices, or even as a sponsor or a promoter.

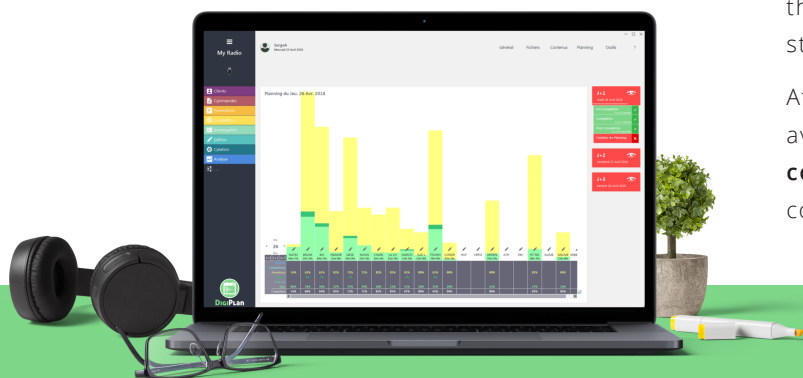
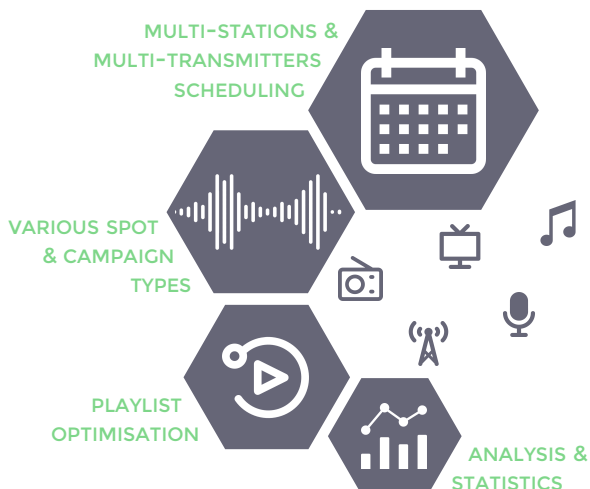
Bookings can be associated with a **single transmitter, or several ones**, if not all the transmitters of your station.

At all times, **DigiPlan** avoids any problems of **competition** between the commercials placed inside

a break, and manages the **rotations** of the spots within the same campaign.

You will be able to **save a large amount of time and enhance your radio programs** thanks to a unique process that **fills in the breaks automatically** to the required length according to your specific criteria.

The package is scalable and fits the needs of **stand-alone stations** as well as **large radio networks** with multiple stations.



### KEY FEATURES

- multi-transmitters allowing local, regional or national target
- support for multiple sales packaging: fix time, floating, random...
- management of competing customers & sectors
- various spot types: ads, sponsorships, promotions, fillers...
- dedicated engine for daily imports from advertising agencies
- optimized preparation of the daily schedules
- automated algorithms for the filling of the breaks
- full set of analysis & statistical reports
- entirely customizable output formats



# OPTIMIZED ALGORITHMS

## PRE-FILLING

Automatic **reorganization and optimization of the schedule** (by moving spots between the breaks before filling) respecting all criteria: competition, floating and break choice, minimum gap, positions,...

**Options:** closing a maximum number of screens, balancing of initial durations, filling of mandatory breaks,...

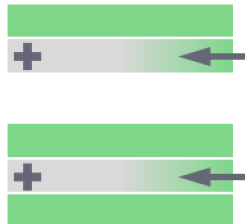


## FILLING

Automatic **addition of sounds** to the local transmitters' breaks in order to obtain the adequate length.

Sounds used are of different types: free advertisings, promotions, fillers,...

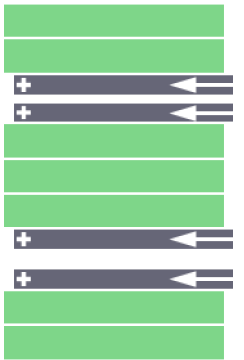
All predefined **rules are followed** during this process: number of daily broadcasts, authorized times, rotations, priorities, gaps between two broadcasts, required position...



## POST-FILLING

Automatic **addition of small « intro » or « extro » sounds** (jingles or signals) to the start or to the end of the breaks of the schedule, according to some defined criteria.

The purpose of this process is an **acoustic marking of the advertising periods** once on air.



## MAIN INTERFACES

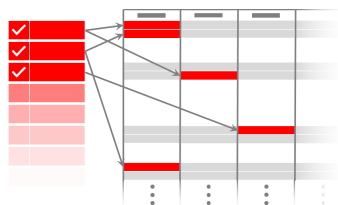
- Customers, purchase orders & campaigns data management
- Global **sound** database browser: ads, promotions, fillers, signals...
- Granular parameterization of each **transmitter**
- Management of the **schedule grids** for each transmitter
- Browsing and organization of **competition sectors**, as well as advertisers, brands, and products associated with the various campaigns
- Customization of **time slots, slices, sponsorships and signal types**
- Parameterization for the usage of the **promotions and the fillers**
- Pre-filling, filling & post-filling...
- Comprehensive manual **edition of the generated schedules**
- Creation, generation and **export of the schedules** of each transmitter
- In-depth setting of needed **output formats** to fit the needs of automation software (**CastLan** or others)
- Creation of **campaign planning confirmation certificates**
- Multiple **analysis & statistical reports**
- Import tools, sound files archiving, database cleanup process...

## DAILY AUTOMATION

In addition to the main user interface, two optional and independent modules deal with secondary tasks:

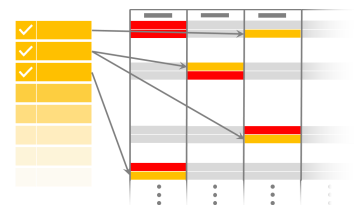
### THE AD SERVER

An automatic tool taking care of the daily campaign data injections from advertising agencies. Generally considered as a **priority**, these ads take place first in the broadcast schedule according to the given criteria.



### THE POST-BOOKING SERVER

It offers the possibility to book day-to-day campaigns of a "stand-by" type. These campaigns of **lesser importance** get added in a second step after high-priority advertising campaigns were placed either manually or via the Ad Server.



## INTEGRATION



Web services, open SQL database & custom output formats to ease integration for development teams or with third party automation tools

## SCALABILITY



**DigiPlan** is a scalable solution designed for **stand-alone stations** with one or several transmitters, as well as **large radio networks** with multiple stations



**SOME OF OUR REFERENCES:** BelRTL, NRJ, Radio Contact, Nostalgie, ChérieFM, Mint,...

**DigiPlan**, a member of the OPNS Broadcast product family

**PLAN. BROADCAST. RECORD. ANALYSE.**

