Fully-Integrated Broadcast Management Software











BroadViewSoftware.com

Powerful tools for your Entire Team

BroadView Software has been delivering a fully-integrated Broadcast Management Solution for more than 6,000 channels in over 30 countries for over thirty years. Our highly configurable software provides custom solutions for optimizing workflow across all areas to maximize your revenue. We offer our comprehensive suite of powerful tools for both on-premise and cloud deployments. Our software is adapted to the broadcast industry's technological innovations and ever-changing needs.

PROGRAMMING With BroadView, you can copy, paste, and roll out schedules easily while the system manages program rights, amortization, payment tracking, and program metadata. You can view historical ratings for your schedules and analyze rating performance. Since programming is fully integrated with traffic, revisions between programming and traffic teams are immediate. Schedule a single station, a cable network or a complex network of broadcasting operations.

ONDEMAND BroadView OnDemand manages your content for the current proliferation of platforms, including VOD, SVOD, TVE, and DLTO/EST. Fully integrated with our programming tools, OnDemand helps content owners easily leverage the existing rights and rich metadata and optimize their non-linear revenue streams.

PROMO CAMPAIGN MANAGER With BroadView's promo placement tool, curate specific campaigns with priority promos in prime positions on your logs and backfill remaining time with low priority promo inventory. Campaign placement can be refined further on a weekly or even daily basis.

SALES BroadView's web-based Sales tool allows your sales team to propose, book and manage campaigns from anywhere. View the impact of your buy using the Live Avails and Avails Impact tools. Integrate with our Traffic module for a smooth transition from order to ad contract. Communicate with clients electronically with reports and simplify posting with accurate spot detail directly from the ad contract.

TRAFFIC BroadView's Traffic starts with our robust ad contract functionality. Create contracts for multiple stations or complex spot placement rules. Because

Get the business control you need with BroadView's innovative suite of integrated software tools – designed for evolving broadcast environments. BroadView is a fully integrated system, program changes are available immediately and you can use our bulk tools to quickly process related preempts and makegoods. Avails are always live and contract changes are immediately visible. Manage simple or complicated creative instructions using our ad copy plan feature.

REVENUE ANALYSIS BroadView's flexible, real-time tools allow you to analyze your data by generating reports in Excel, PDF, or XML format. Get insight into sales performance in various dimensions, including projections, comparative, and pacing.

FINANCE BroadView's integrated accounts receivable and credit management offers a full range of applications, including invoicing, statements, deposits, and all related reports, supporting any billing cycle required by the advertiser. On the accounts payables side, you can control payments to suppliers and amortize program costs either historically or into the future.

MANAGED SOLUTION BroadView 24/7 Client Support manages health monitoring, application maintenance, database maintenance, and product updates. BroadView's auto maintaining client installations require no day-to-day maintenance and automatically update themselves without IT intervention, lowering your operating costs. BroadView offers the stability and power of a PC-based, client-server platform, or a cloud-based, hosted solution.



INTUITIVE, EASY TO USE INTERFACE

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USEABLE FROM ANYWHERE BroadView supports access with any operating system, from anywhere, using secure Internet links or corporate LAN or WAN connections.

FULLY INTEGRATED BroadView seamlessly integrates sales, finance, programming, traffic, promotions, and operations. BroadView's modular and open design allows you to add leading-edge functionality to existing systems for maximum performance optimization.

EASE OF USE BroadView's easy-to-use workflow solution provides effortless cross-training and a short learning curve for your team. With the delivered boost in effectiveness and efficiency, BroadView significantly reduces your operating costs while providing a seamless transition from any legacy system.

AUTOMATION INTERFACE BroadView's automation engine seamless handles your secondary event needs and supports VChips, Logos and complex menu boards and advanced graphics. We support all filer and ingest system interfaces for automatic cue sheet timing updates and as-run processing.

CLIENT SUPPORT With BroadView's 24/7 customer support, we go beyond just being easy to use. Our commitment to exceptional support starts right from the implementation process, as we build a strong and lasting relationship with you. This support is backed by quality documentation and in-depth training. **POWERFUL DASHBOARDS** BroadView helps you visualize your data and workflows with feature-rich, dynamic dashboards and cross-connected widgets provides dynamic filtering and pivoting using a variety of presentation formats.

INTUITIVE TOOLS FOR USERS

At BroadView, we have a range of tools that have been designed to simplify and streamline your workflow. We feature intuitive wizards that make complex functions a breeze, and we've included standard shortcuts such as copy and paste to make your experience even smoother.

Our software has been designed with efficient navigation in mind, so you can easily find the information you need. Plus, our search and filters features allow you to access even the most specific details with ease. Schedule reports, email them or use our customizable email notifications to share important information with your team or partners.



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Why BroadView?

BroadView is a tried and proven software solution provider for any broadcaster, large or small. We pride ourselves on staying ahead of industry trends and listening to our customer's changing requirements. Whether delivered with on-premise equipment or in the cloud, BroadView is always a fully managed solution built to meet your needs.

AMERICAS & EUROPE

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MIDDLE EAST, ASIA & AFRICA

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