



Sale & Promo Ad Traffic

A comprehensive solution for effective advertising business management

Introduction

For advertisement and promotional sales, the Ad Traffic software platform from HD Ultrasoft is an ideal platform for broadcast stations with high promotional traffic. Ad Traffic is a web-based system that can function as part of a standalone



solution with proper integration. This designed to offer businesses and TV stations a high security, comprehensive, efficient, and user-friendly solution for managing their advertising business.

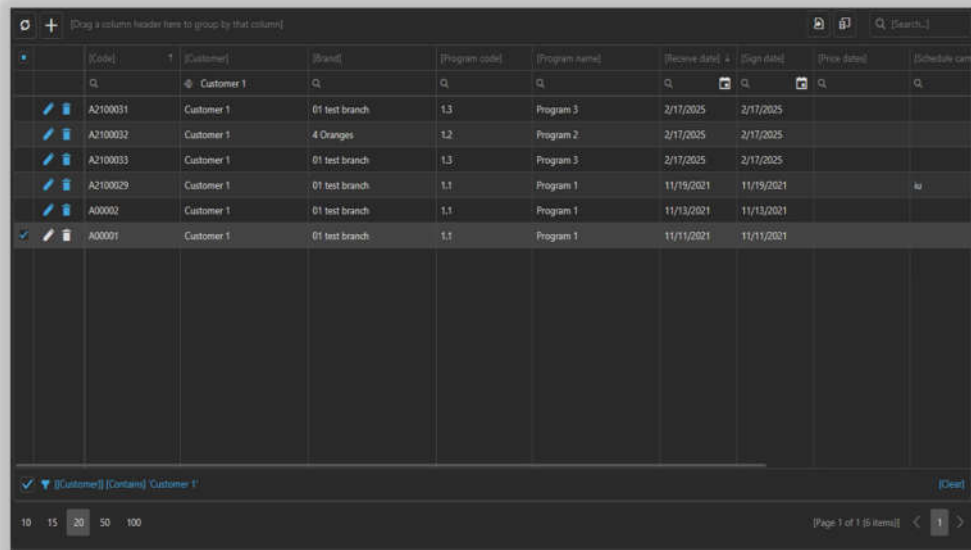
The system's product is ready for broadcast, composing commercial clips for each cut instead of listing short spots of 15 or 30 seconds in linear programming. Commercial bookings can be made online and can be scheduled for defined time frames (called commercial breaks) or based on program content and ratings.

The software platform is designed as multi-tenancy architecture, enabling comprehensive management of advertisements across the entire broadcasting station. The server infrastructure is hosted in a Data Center, and member units and branches access the system through the TVStation's network connection.

The system offers a complete range of functionalities, including customer management, contract management, TVC management, advertisement booking management, and essential statistical reports for monitoring and managing advertisements.

Data related to advertisements is segregated among the branches, ensuring isolation, while TVCs are shared across units for unified utilization.

Beside data isolation, the system can also provides consolidated reports of every operational units in the organization to the Finance Department and TV Station's Leader Boards.



The screenshot displays a web-based interface for managing advertisement traffic. At the top, there is a search bar and a filter icon. Below this is a table with columns for Code, Customer, Brand, Program code, Program name, Receive date, Sign date, Price date, and Schedule cam. The table contains several rows of data, including entries for 'Customer 1' and '01 test branch'. At the bottom, there is a pagination bar showing 'Page 1 of 1 (5 items)' and a 'Close' button.

[Code]	[Customer]	[Brand]	[Program code]	[Program name]	[Receive date]	[Sign date]	[Price date]	[Schedule cam]
A2100031	Customer 1	01 test branch	1.3	Program 3	2/17/2025	2/17/2025		
A2100032	Customer 1	4 Oranges	1.2	Program 2	2/17/2025	2/17/2025		
A2100033	Customer 1	01 test branch	1.3	Program 3	2/17/2025	2/17/2025		
A2100029	Customer 1	01 test branch	1.1	Program 1	11/19/2021	11/19/2021		ku
A00002	Customer 1	01 test branch	1.1	Program 1	11/13/2021	11/13/2021		
A00001	Customer 1	01 test branch	1.1	Program 1	11/11/2021	11/11/2021		

HD Ultrasoft Ad Traffic platform is well-suited for large broadcasting stations with complex advertisement sales systems.

Base Features

1. Administration:

- Management of organizational units and branches.
- User management, including account and password-based access control.
- Role-based access control for system functions, applicable to both individual users and user groups.
- Data access permissions management for users and user groups.
- Workflow management to streamline and automate processes.
- System access log management for tracking and auditing user activities.

2. Pricing management:

- Comprehensive management of broadcast time spot code, advertising blocks, pricing structures, and position selection ratios to ensure precise scheduling and cost control.
- Functionality for managing simple news advertisements with ease and efficiency.
- Program management tools to oversee and organize advertising programs seamlessly.
- Discount management features, allowing the creation, customization, and application of discount policies for various advertisement packages.

3. Customer Management:

- Comprehensive customer management functionality to maintain and organize client information effectively.
- Tools for managing advertising contracts, ensuring seamless handling of agreements and commitments.
- Price adjustment management for loyal customers, enabling personalized pricing strategies.
- Special pricing policy management for clients, allowing the creation and application of tailored pricing options to meet specific customer needs.

4. TVC Management:

- Product Profile Management: This feature allows users to create, edit, and manage TVC product profiles online.
- Integrity Check: Each product profile is verified for integrity using the MD5 checksum to ensure that the data remains intact and unaltered during transmission and storage.
- Ingest TVC:
 - The system checks and processes TVC files before uploading to ensure that the files meet the required specifications.
 - File Format Check: Ensures that the uploaded files are in a valid format (e.g., MP4, MOV, AVI) suitable for the system.
 - Frame Size Check: Verifies the resolution and aspect ratio of the video to confirm it meets the required specifications.
 - Duration Check: Ensures the TVC meets the specified duration (e.g., 30 seconds, 60 seconds).
 - Integrity Check: The MD5 checksum is used to verify the integrity of the uploaded file, ensuring no errors or corruption during the upload process.
- TVC Approval and Code Assignment:
 - This function manages the approval process for TVCs, ensuring that they meet all the necessary criteria before being used.
 - Multi-level Approval Process: The TVC passes through multiple stages of review (e.g., technical review, content review, and final approval), depending on the requirements.
 - Code Assignment: Once a TVC is approved, the system automatically assigns a unique code for easy identification and tracking of the TVC throughout its lifecycle.
- Approve TVC Content via Low-Resolution:
 - The system allows for the review of Lowres TVC content through low-speed connection, e.g: via Internet connection

- Approval via Low-Resolution Files: Reviewers can assess the content without needing to access high-resolution files, speeding up the review process.
- TVC Status Management: The system tracks the status of each TVC (e.g., submitted, under review, approved, or rejected) and ensures that all changes and updates are reflected in real-time.

5. Media Management:

- Comprehensive media file management functionality, ensuring efficient organization and access to media files.
- Tools for viewing and approving broadcast cut video content via low-resolution files, facilitating quick review and approval without high resource usage.
- Functionality for viewing and approving MOV popup files from high-resolution review software, ensuring content quality before final approval.
- Provides tools for reviewing high-resolution files, allowing users to check both video and audio quality to ensure they meet broadcasting standards.

6. Background Media Processing:

- Process for merging Ad Traffic cuts, ensuring seamless integration of ad segments.
- Process for transcoding .MOV files and image sequences into low-resolution video (video proxy).
- Process for standardizing audio levels in ads, ensuring consistent sound quality.
- Process for transcoding low-resolution files, optimized for review over low-speed networks.
- Process for automatically cutting broadcast proof files for verification and archival purposes.

7. Advertising Booking:

- Enter and approve advertising bookings, ensuring that all Ad placements are accurately recorded and scheduled.
- Approve and print the advertising broadcast schedule.
- Approve broadcasts based on appendices.
- Online Booking function allows customers to make booking themselves conveniently.
- Export advertising cut handover slips to Word, Excel or PDF files.

8. Ad Booking for Client:

- Declare product information online.
- Upload TVC online.
- View TVC content and status online.
- List available advertising slots.
- Book advertising slots online.
- Track the status of bookings.
- Generate statistical reports for clients.

9. Program Copyright Management:

- Manage program copyrights.
- Handle program copyright details.

10. Ad Production Management:

- Manage advertising scripts, ensuring content is aligned with marketing objectives and broadcast standards.
- Manage program production personnel, overseeing staffing, roles, and responsibilities within the production process.

11. Financial Management:

- Manage production quotas and prices.
- Manage program production costs.

12. Rating Management:

- Manage program rating from Rating sources

13. Social Media Audience Feedback Management:

- Monitor audience feedback: views, likes, shares, comments on social media.
- Compile audience feedback statistics based on various criteria.

14. Ad Reconciliation:

- Reconcile actual broadcasts with approved advertising bookings.
- Compile reconciliation of appendices by client and program.
- Extract broadcast evidence video segment for client requests.

15. Report Module For Branches:

- Report on unapproved broadcasts.
- Report on broadcasting by client and producer.
- Report on general broadcasts by channel, contract type, time spot, and customer group.
- Report on revenue by clients.
- Report on prioritized schedule bookings.
- Report on broadcasts by billing block.
- Report on advertising value for regular customers.
- Report on advertising value for irregular customers.
- Report on advertising value for sponsored programs.
- Report on advertising value for retail clients.
- Report on advertising broadcast duration.
- Report on sponsored program.

16. Overall Report Module:

- Aggregation report on revenue by unit/branch.
- Aggregation report on revenue by producer.

- Aggregation report on revenue by clients.
- Aggregation report on sponsored program.
- Aggregation report on prioritized schedule bookings.
- Aggregation report on broadcasts by billing block.
- Aggregation report on advertising value for regular clients.
- Aggregation report on advertising value for irregular clients.
- Aggregation report on advertising value for sponsored programs.
- Aggregation report on advertising value for retail clients.
- Aggregation report on broadcast duration.

17. Intergration and Customization:

- RESTful Web API for third-party system integration
- Library & API for module customization : make ease of development for new functional modules or per case customization

Expandability and Customization

Our Ad Traffic system is designed with high expandability and customization capabilities. It is easy to add new features to the system seamlessly and allows customization according to the specific needs of each business. Customers can easily adjust features as well as interfaces to fit their workflows and specific requirements.

Professional Service Options:

1. Integration the Accounting software:

- Automatically update advertising revenue based on contracts and performance.
- Manage accounts receivable and track payment status of advertising customers.
- Track advertising production costs (TVC, sponsorship, ad slot booking, etc.).

2. Integration between Playout MAM 3th party:

- Transfer playout standard advertising TVC video files into MAM systems. Support formats: MXF, MOV, MP4.
- Detailed metadata: client, campaign, duration, moderation status.
- Moderation status: approved, revision required, broadcast denied.
- TVC copyright validity, remaining broadcasts.
- Actual broadcast logs: time, channel, plays, broadcast status.

3. Integration with the Broadcast Evidence Recording:

- Retrieve and search video files recording aired ads.
- Get actual broadcast log: time, channel, position.
- Discrepancy between scheduled and actual broadcast times. Customization Capabilities

4. Data Migration Service

- Synchronize and migrate the entire TVAd database to the completed deployed system database.
- Synchronize and migrate all TVCs from the existing TVAd system to the completed deployed system.
- The data migration service enables the completed deployed system to operate concurrently with the old system. Data entered on the old system is automatically transferred to the completed deployed system and can be utilized therein. This facilitates user comparison of export results between the two systems, ensuring the complete accuracy of the completed deployed system.

Our TV advertisement management software allows customization according to the specific needs of each business. Customers can easily adjust features and interface to fit the workflows and specific requirements.

We provide Integration services for customers to ensure integrating Ad Traffic system with other TVStation system such as Traffic, MAM, Playout Automation and Broadcast Evidence As Run Log...working seamlessly.

Support and Training

We provide professional support and training services to help you get acquainted with and effectively use the software. Our technical and customer care team is always ready to answer any questions and support during the usage process.

With our TV advertisement management solution, customer will have a powerful and effective tool to manage the advertising business. Contact us today for more information and a free demo experience!