

BMS: Broadcast Management System

Assets Management from Acquisition to ON-AIR

The business of broadcasting is constantly changing, as content aggregation, media distribution methods and models evolve to exploit new technologies. Broadcast managers must achieve ever-greater results with ever-shrinking resources. Reshaping and streamlining your operation to meet the needs of breaks scheduling now facing an increasingly fragmented audience is imperative. BMS is the solution for maximizing the value of your content and for improving yield on your inventory.

BMS (standing for Broadcast Management System) is a comprehensive software system for managing the business of broadcasting. BMS integrates and streamlines content management, airtime scheduling and media trafficking, within a single system to transform business efficiency. It therefore increases cross-departmental collaboration, and enables more informed business decisions in real time, thus creating strategic advantage and delivering rapid return on investment.

Simplify your business processes. Integrate all isolated tasks and functions. Move information to the right people at the right time. Break down barriers. Gain real-time access to inventory information. BMS brings it all together and makes it possible. It connects and automates the entire information flow across channels, so your entire operation runs at peak efficiency.

BMS: The Broadcast Business Must-Have System

A single, comprehensive software system consisting of multiple functional modules that work together seamlessly to deliver optimum broadcast business efficiency.

Rights Management

Manages the inventory of purchased, produced/commissioned and sub-licensed programs. Title details are entered only once, all publicity-related information is stored. This information can be used subsequently in Program Scheduling and Promotions. Using this module, broadcasters can maximize the value of their assets while ensuring that licensing terms and regulatory constraints are adhered to. Since BMS maintains the schedule centrally, programs can be validated at the time of scheduling against the licensing rights. Titles can be monitored continuously to optimize asset utilization. Financial and cash flow information is managed for individual channels and the organization as a whole. Both rights and production costs can be recorded and amortized by various methods, e.g. per play, over time, and the greater of the two. Financial transactions – such as payments and adjustments – can be generated against contracts, purchases and sub-licensing deals.

Program Scheduling

Produces cost effective schedules, enabling channel managers to fully optimize program inventory. The scheduling process evolves from high level generic planning. It is continually refined as specific programs and their related media attributes are being selected and placed. Inventory can be planned in single-channel optimal use of inventory and rights management. The multi-channel, multi-day graphical view enables program movements by intuitive actions across the grid, while a daily view can be used for bulk operations across many channels and/or long periods. BMS sophisticated program change facilities enable users to process changes throughout the organization – programming, promotions, operations, transmission and traffic – to ensure that all implications are addressed in a timely and efficient manner.

Media Management

Manages the information and workflow for all media items required for production and transmission. BMS supports server and tape-based media, in a range of broadcast of media type or format. Media is tracked through the integrated Media Library, which manages all content – program, promotions, commercials and interstitials – including stock control, tape tracking, archiving, multi-versions and other attributes., QA and delivery process to provide timely and suitable copy of the media for transmission, publication or onward distribution.

Log Management

BMS' frame-accurate Log provides all the necessary facilities to ensure all transmittable events – programs, promotions, commercials and other. The final schedule is downloaded to Playout via one of the many pre-built interfaces provided within BMS. The automation and the resulting efficiency improvements achieved through this module enable schedulers to complete the Log in minimal time, focus on the 'look and feel' of the channel presentation and also accommodate late changes

On Demand and Interactive Digital Services

BMS supports VOD viewing of all library materials linked to file media storage. This feature is vital in daily schedule preparation where promotions can be viewed ensuring accurate placing of promos inside each program breaks

Analysis and Reporting

BMS provides a wealth of operational and analytical reporting capabilities across the whole broadcast spectrum. With the most detailed information stored at the lowest possible level (e.g. spot-level), BMS makes any reporting and analysis possible. reports are available and can be generated from the production database on demand.

BMS Technology

BMS is a 'server centric' client-server application built on a single Microsoft SQL database serving all application modules. The architecture comprises three layers: the data repository (stored in SQL Server); the business rules (also managed by SQL as 'stored procedures'); and a Windows user interface.

Robust

BMS is designed to support business critical processes reliably and without interruption, 24 hours a day, 365 days a year. This total guarantee of application robustness is achieved through simplicity of internal design, tight integration of components and carefully optimized use of SQL's features. Since all data is consolidated into a single database instance, all advanced SQL Server security mechanisms are at your disposal.

Scalable

Supporting multiple tiered channels, time zones, and languages, and utilizing SQL Server 'unbreakable' technology, BMS easily scales up to support any broadcaster. With a wide choice of hardware platforms, operating under Windows, and support for Microsoft Clustering technology, BMS provides a scalable and highly cost-effective solution for small and medium network operations and for the simplest workflows.

Open and Accessible

BMS is an open system, easily connectable to new add-ons and neighboring systems through a combination of pre-built interfaces. For example, we support and encourage the use of specialized reporting and analytical tools to maximize data exploitation and increase client self-sufficiency. With no need for local software installation on the client, enterprise-wide deployment can be achieved at virtually no extra cost. VPN linking is used by many BMS clients to support remote usage (e.g. the Schedule).

Professional Services

Implementation is as important as the system itself. Careful project planning, high- quality support and close working relationships with clients ensure successful implementation, on time and on budget.

Project and Account Management

Our Project Management experience and our structured methodology is based on best-practice principles for time and resource planning, budget control, communication and expectation management and risk containment. For continual assistance, clients are supported by our dedicated support team within their geographic region.

Business Analysis

Our highly experienced and knowledgeable business analysts will work closely with your user, IT and management team to identify how best to configure, integrate and, if necessary, customize BMS to suit your specific business needs and operational environment.

Customization (Can include extra cost)

Whilst most client needs are met through configuration, we do offer the ability for our clients to customize the product and to tailor the application to meet their specific needs. These customizations can also be incorporated within the core system, through generic designs or switch on/off features. This ensures that client-specific needs are met and that all clients work from a single, common code base, thereby avoiding the complexity of supporting multiple versions.

Installation and Technical Support

Professional advice is available from our IT support team to ensure adequate hardware and network facilities are available to underpin the BMS deployment. Installation and technical support is provided for the set-up and configuration of SQL Server and BMS. Consultancy is available for architecture design to cover application growth as well as infrastructure availability and redundancy.

Data Migration (Can include extra cost)

Our Data Migration team has extensive experience working with many data sources. We offer a well-developed methodology and tools for cleaning, reformatting and uploading legacy data to BMS.

Training and Implementation

Our Implementation Consultants are experienced broadcasters with extensive hands-on experience of broadcast business systems. We offer on the job 'hand-holding' to build the skills and knowledge necessary to accelerate adoption of the new business processes and technology

Support and Maintenance

Our comprehensive service includes 24/7 fault-fix support and new releases incorporating both functional and technical improvements. We successfully support mission-critical implementations of BMS around the world, and no client has ever experienced downtime caused by BMS software failure.