

M*CU

MASTER CONTROL UTILITY

Alleviate Your Stress

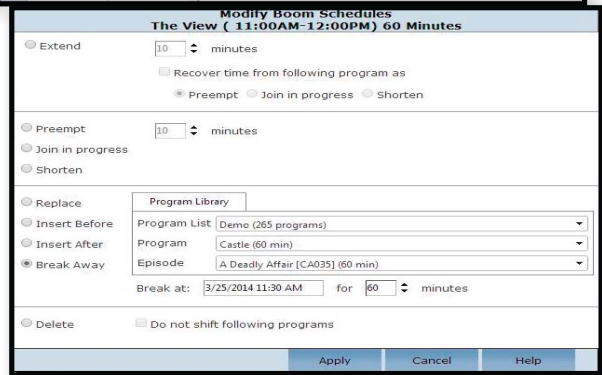
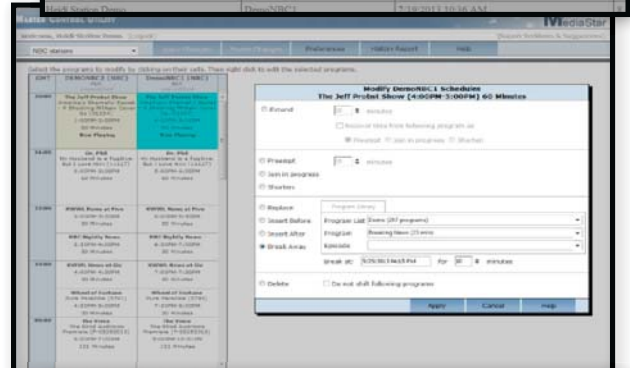
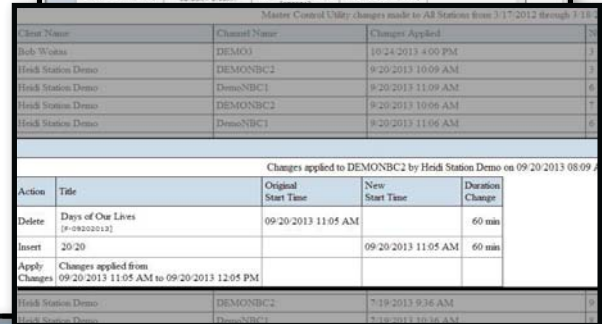
Master Control Utility (MCU) takes the stress out of last-minute schedule changes by empowering stations with the ability to control urgent programming revisions. Whether it is a sporting event overrun, program preemption or insertion, MCU effectively maintains PSIP data, MediaStar Scheduling content and TitanTV Program Guide information.

Never Miss A Beat

Sometimes stations need to rely on their Master Controllers to make quick, unexpected scheduling changes. Because of MCU's unique "always logged in" state, stations have the security to accurately audit any scheduling situation that may arise.

MCU High-Level Features

- Accurately labeled and distinctively colored, the scheduling grid displays a list of scheduled events and highlights "currently playing" or "recently finished"
- Event overruns are easily extended by any number of minutes and time is reclaimed through preemption or join-in-progress options
- For event preemption or interruption, the "insert before" or "insert after" option allows operators to quickly fill the gap produced with a program from the recycling bin or Global Program Library
- Break away from one program and MCU automatically adjusts the start times and durations of all affected programs and fills in any gaps the break away created
- View change history reports
- Automatically update and synchronize changes between: MediaStar Scheduling, PSIP, ESG, What's On, TitanTV Program Guides and TitanTV.com



"This new breakaway feature allowed me to insert a special report into a program with just a few clicks, in a matter of two minutes instead of 15 minutes. Very well done."

Patrick Tubiolo
WRGB/Sinclair Broadcast Group
Master Control

