

M[★]ediaStar Scheduling

PROGRAM SCHEDULE MANAGEMENT AT ITS BEST

Take Control of Your Program Schedule

MediaStar Scheduling was built upon suggestions and feedback from users like you. With your input, we have created the ultimate program schedule management tool, providing the flexibility and control needed to maintain your stations' program schedules.

Streamline Your Operations

With its integrated suite of powerful tools, MediaStar Scheduling streamlines your station's efficiency and eliminates redundant, time-consuming data-entry. Manage program schedules, program listing data and generate reports from a single web-based platform.

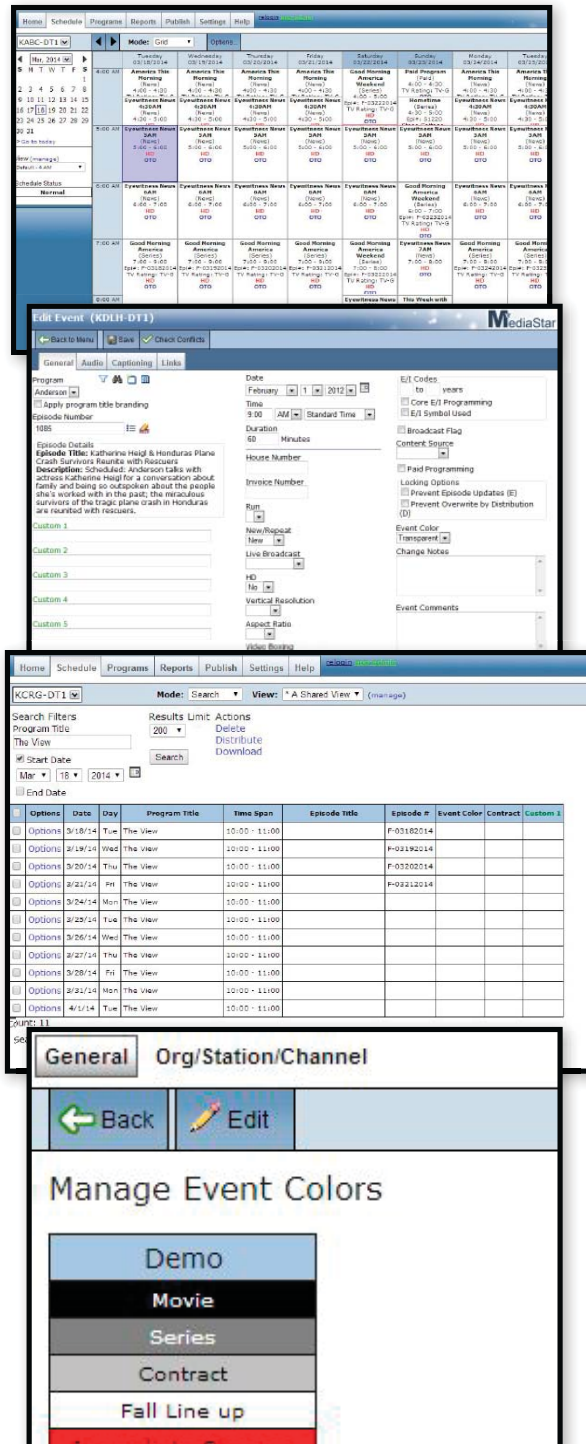
Never Fall Behind On Technology

Since its initial release in 2004, our developers continue to strive to perfect MediaStar Scheduling, adding new features, enhancements and intuitive user elements. These frequent updates make it easier for both individual stations and station groups to stay on top of new broadcasting regulations and trends.

Achieving Results – MediaStar Scheduling Feedback

"Our sales team uses MediaStar Scheduling to look at the schedules online and quickly find information they need, such as program start or finale dates. Reports are simple to generate using the templates we have set up or new templates can be easily made. Other MediaStar Scheduling Reporting features, like the Send PDF option, make it a breeze to send our weekly program feature to the TV listing services."

Karen Floyd
KELOLAND TV & UTV
Program Director



MediaStar Scheduling High-Level Features

- Comprehensive management of Program Schedules including digital sub-channels, live streaming & Mobile DTV.
- Access to MediaStar's Global Program Library
- Generates powerful, customizable Reports
- Dynamic Distribution of programming across channels
- Application settings configurable for individual users
- Multiple access rights: Full and View-Only
- Event Color Management
- Real-time, multi-channel schedule Publish to PSIP, ESG, TitanTV Guide & Data Services, TitanTV.com
- Quickly locate past and future programming with the Search feature
- Manage Recurring Events with Copy, Detach, and Attach functions, and shifting of episodes within a recurring event

Robust Report Functionality

- Create re-usable templates to generate vital reports
- Track schedule changes with the Change Report
- Streamline workflow with shared reports
- Apply schedule grid color-coding standards to reports
- Specify desired time frame and program details
- Set filters to limit range of program data displayed
- Print, save and e-mail reports in .CSV or .PDF formats
- Print optional cover sheet and note pages
- Upload and print station logos on the cover sheet
- Custom print sizes for better display of large reports in .PDF

Dynamic Distribution Feature

- Maintain one channel and distribute the data to two or more channels
- Create field-level distribution rules for each channel
- Distribute blocks of programs spanning multiple days
- Adjust for time zone differences between source and each destination channel
- Publish multiple channels simultaneously and auto publish

Traffic Integration (Under Development)

- Seamlessly publish schedule changes made in MediaStar Scheduling to the Traffic system
- Track transactional actions between the systems
- Generate detailed As Run Reports
- Currently seeking Traffic pilot partners

