



Gen21 Product Overview

Gen21 is an enterprise-wide integrated business solution for TV broadcasters, Networks and PayTV operators. Functionally rich Gen21 system modules drive major components of the broadcast value chain. Built on proven robust technologies, Gen21 unflinchingly supports business-critical operations of broadcasters and platforms while delivering competitive advantage through increased efficiencies and reduced operational as well as system overheads.

Gen21 Enterprise – a comprehensive solution

A complete traffic solution designed to suit the needs of large broadcasters and operators including terrestrial, cable, satellite and IPTV platforms. Gen21 Enterprise system encompasses all the modules and features needed to manage multi channel, multi region broadcast traffic scheduling, advertising sales operations, billing and integrated content management.

Gen21 Smart – out of box solution

A powerful yet scalable Gen21 system version packaged for fast implementation. Suitable for all types of broadcasters and PayTV operators, the Gen21 Smart application provides all essential features to support traffic scheduling, advertising sales operation, billing and content management operations. To meet future demands Gen21 Smart can be quickly upgraded to Gen21 Enterprise application.

Gen21 Lite – simple, yet state of art

Gen21 Lite is an entry level application designed for broadcasters who require simple workflows. Gen21 Lite version provides them essential components for traffic scheduling and advertising sales operations. Gen21 Lite implementation allows for speedy start to efficient system based operations. Gen21 Lite can, if required in future, be migrated to other Gen21 versions.

Gen21 Broadcast - Product Features

- Multi Channel, Multi Region Support
- Integrated Multiple Telecast (TX) Log Processing
- Full Integration of all modules
- Security with password encryption
- Frame accurate transmission schedules
- History and Audit Trail features
- Detailed and secure Workflows for enhanced operational efficiency and control
- Extensive Reporting - a wide range of operational and management reports
- Time Saving Features - Strategic Schedule Planner, Powerful Sales PO/Auto Spot Placement facilities, Link to Automation Systems, etc
- Auto Reconciliation & Built-in Billing rules
- Customizable, real time reports technology
- Ready Interfaces to major broadcast subsystems
- Proven Performance

Gen21 Broadcast - Functional Details

Gen21 Scheduling

- Efficient and user-friendly Scheduling Planner facility
- Multiple Channel and Multiple Region ready
- Auto creation of Slots & Banner-related validations
- Bulk parameter modifications across multiple days
- Integrated with Content Management (for Run Control)
- Built-in 'Un-schedule' capability
- Automatic As Run Log synchronization
- Repeat Telecast / Rerun Scheduling for Programs
- Realtime "Program Schedule" Report with As Run information
- Upload Schedule utility from TXT, EXCEL, CSV, XML.
- Define Break profile for each channel based on duration or program
- Allows profile based schedule upload.
- Backup Program with Spot and Promo bookings for Live event.
- Facility to re-import schedule changes received from channel provider.
- Facility to Export EPG to head end in various format- SGI, XML, TXT, Excel.

- Facility to keep ROS spots in Waiting list basket
- Facility to define special prorate for package based on rate card.
- Extensive status reporting items for clients
- Complete booking and performance-related reporting
- Flexible tax definition
- New Sales reports based on time range
- Graphical Representation of availability and usage
- Revenue Share reports for channel provider based on parameter master.

Gen21 Promo

- Accommodates promos of various Object Types
- User-friendly, drag/drop, cut/paste Promo Planner facility
- Time period validity check throughout
- Automatic sequencing & Prioritization commercial breaks
- Facility to define cross-channel promos
- Promo templates and sponsorship tags
- Facility to specify Promo Rotation time for a Promo Type
- Create Promo Sponsorship tags
- Bulk Promo Booking
- Multiple promos Find and Replace features
- Flexible reporting formats

Gen21 Sales

- Multiple PO types, Packages and Commercial time-band restrictions Support
- Tight Agency/Client/Product/Versions consistency control
- Introducing Sub agency definition
- Built-in system-based placements and notifications
- Flexible positioning and product version assignment support
- Flexible multi region rate card with Object Type aggregations
- Additional flexibility features in Matrix lines
- Seamless integration for booking late order between Sales, Traffic and Billing
- Facility for Single or Multiple Cross channel Make good with free selection
- Facility to book ROS spots without schedule and keep ROS spots in wait list basket

Gen21 Traffic

- User-friendly drag/drop, Cut/Paste, Color-coded Traffic Log Manager and Log Summary screens
- Total control over Slots, Commercial Breaks and Event placements
- Multi format, multi region & multiple editing session support
- Automatic Under/Over notification and built-in Late Order handling mechanisms
- Facility for direct placement of Promo from Promo Master in traffic log
- Seamless Automation system integration/Log Reconciliation
- Ability to Play Clips from Video Server
- Ability to create and play secondary events from VizRT template.
- Complete placement status & decision support reporting
- Finalize and Generate separate log for Backup Program.
- Facility to define flexible window in break pattern
- Feature to allow or prohibit merging of breaks (available space)
- MO/PO Summary, Single view of the traffic log for all channels

Gen21 Modules Functional Details

Gen21 Content Acquisition

- Multi-dimensional Acquisition Contract handling
- Titles, License, Airing Rights, Sharing & Cost Mgmt
- Multi-dimensional Information on Content
- Distributor Payment Schedule and Deadlines Alerts
- Runs/Usage and Revenue Management
- Amortization Schedule Management
- Various Operational & Management Reports for Analysis
- Total Integration to related GEN21 Suite of Products
- Rule based Revenue Share Management
- Minimum & Maximum Guarantee treatment
- Runs sharing across multiple channels
- Facility to define Natural Repeat / Rerun for an episode

Library

- Contents and Blanks Media Library Management
- Manage Circulation of Programs, Archives, Commercials, Promos
- Allows enforcement of Departmental budgeting, Extensive Labeling and Content Description
- Enhance operational efficiency with bulk media handling functionalities
- Relocation/Returning, Recycling, Disposal Process handlings
- Parameterized Bar-Code Printing and Reading
- Extensive search mechanism to locate material
- Extensive reporting capabilities to track all history and stock related information
- Feature to do Recycle, Relocate and Return tape in Bulk for Program and Stock Shoot
- Facility to reserve tape in advance for Check out.
- Digital file movement

Quality Control

- Quality monitoring of Technical as well as Content-related aspects of Media
- Technical QC and Program Cue Sheet deliverables
- Enforcement of Procedure-based validations
- Inter-departmental Approval procedure support
- Full segmentation, Censorship and Revisions support
- Scheduling and Airing Info integration

Clip Viewing

- Low Resolution clip can be viewed from all modules such as scheduling, traffic, promo, Acquisition, Library etc.
- Can be viewed with all the information about the clip including runs used, runs remaining, episode information, PO details, segmentation details, censorship information etc

Gen21 Financials

Billing

- Auto/manual generation of airtime/non-airtime invoices
- Built-in pre-invoicing checks and Split/Group Invoicing
- Multiple Invoice, Log Proof and Receipt formats
- Localized Tax Invoice (Faktur Pajak) formats
- Posting to Account Receivable system
- Produces Invoice, Log Proof, Tax Invoice, Credit Notes
- Complete billing status & decision support reporting

Gen21 AR

- Post all or selected Invoices generated to AR module
- Facility for Advance Receipt and post dated receipt.
- Adjust advance against client and invoice at later date.
- Facility to receive general receipt.
- Facility to create PDD (Provision for Doubtful Debts)
- Record bounce cheque transaction.
- History for the revisions made to receipt transactions.
- Facility to delete a receipt and view deleted receipt.
- AR Reports – Invoice listing, ageing reports, statement of account etc

Gen21 Interfaces

Automation System Interface

- Support for a two-way interfacing (export & Import)
- Real time integration with News Room automation system
- Providing seamless and effortless Play-list generation and Log Reconciliation for Billing
- Any leading automation systems interfacing

Accounting Interface

- Posting of Accounts Receivable data to any legacy Finance systems
- Providing back-end Collection control
- Agency Credit Limit tracking based on Outstanding from accounting system
- Posting of Accounts Payable data for Program purchases

News Room Interface

- Real time integration with News Room automation system
- Read Run downs from the News Room system
- Send spot information
- Manage rundown patterns synchronized with the news room system

VizRT Interface

- Create primary and secondary events using Gen21 Interface for VizMCP.
- Preview secondary events created using MCP.
- Send playlist to MCP along with the template Id generated in VizMCP.

MAM Interface

- Web Service interface with MAM.
- Export meta data related to program/episode
- Import segment information
- Produce ingest list and deletion list based on schedule.

Ad-Insertion interface

- Uploads ad schedule information from Gen21 to Ad Inserter. (SGI or XML format)
- Downloads "as-run" data from external file provided by Ad inserter. (SGI, XML)

Gen21 Analytics

Marketing

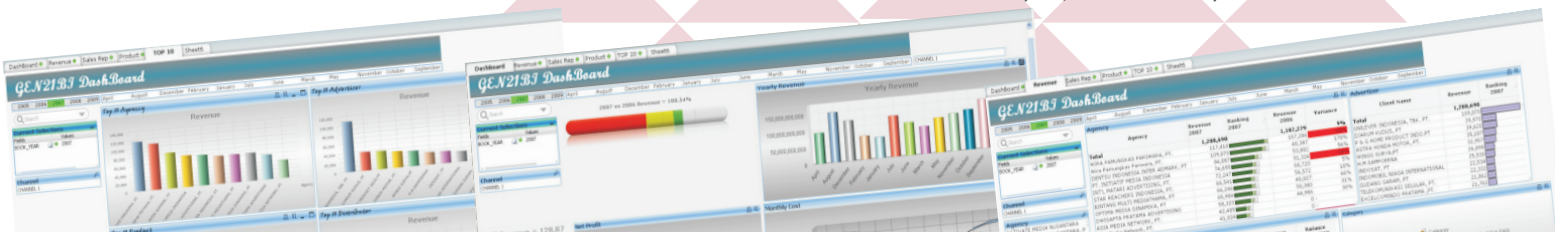
- Define the best sales packages/pricing strategies
- Highly flexible Package Manager for all types of packages (Regular, CPRP, Sponsorship, Barter etc)
- Client/Agency Bonus Management & audit trail included
- Package Realization Processes / Reports
- Efficient Package Builder from user defined parameters
- Pre-finalization proof facility included

CPRP Guarantee

- Multi version enabled
- Historical & Trace-ability plan
- Integrated with sales modules, real time monitoring between departments
- Ability to capture AGB Nielsen TV Rating for rating prediction
- Post buy analysis
- Auto search slots by parameter base

Gen21 BI

- Web based Distribution of reports and analysis across the organization
- Drill down reports for greater details with slicing and dicing of data
- Top N Analysis of various parameters of business – advertiser, client, program, Distributor etc
- Well designed KPIs, dashboards and scorecards
- Revenue and cost analysis based on Primetime and non Prime time.
- CPM & RPM analysis, What-if Analysis.



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