

# OSi-CableNet™

## Sales, Traffic and Billing for Cable Networks



Harris has leveraged its years of expertise in cable network business processes — as well the industry-proven functionality of Harris® OSi — to design OSi-CableNet™, a sophisticated sales, traffic and billing system that focuses on the unique requirements of cable networks. OSi-CableNet streamlines your operations, optimizes revenue yield and manages the core functionality of your cable operation, providing a vast array of features that capitalize on multi-platform, nontraditional revenue streams, including spot serialization, management of secondary events and interactive reporting tools.

### Key Benefits

#### Consolidated Database

OSi-CableNet is the ideal choice for networks with centralized business operations. Whether you're operating a single channel or multiple networks, OSi-CableNet supports your operation with a single, central database of core information. The system's use of a single database, executable and server platform offers unprecedented consolidation — equipping you with the most efficient, powerful business operation tool, while delivering unmatched access and visibility to key business metrics across your organization.

#### Advanced Workflow

OSi-CableNet offers a multi-level contract approval process designed to provide your channels with greater control over contracts as they move through the workflow system. Contracts can be automatically routed through very specific approval paths, thereby increasing both efficiency and speed.

#### Unparalleled Interoperability

OSi-CableNet offers interoperability with leading industry systems, allowing you to create a seamless, end-to-end solution encompassing ad sales, programming rights, inventory management, traffic capabilities and playout. Our deep integration with Harris ADC™ automation, as well as third-party systems including Dealmaker™ ad sales, SIMS™ program management and others, provides:

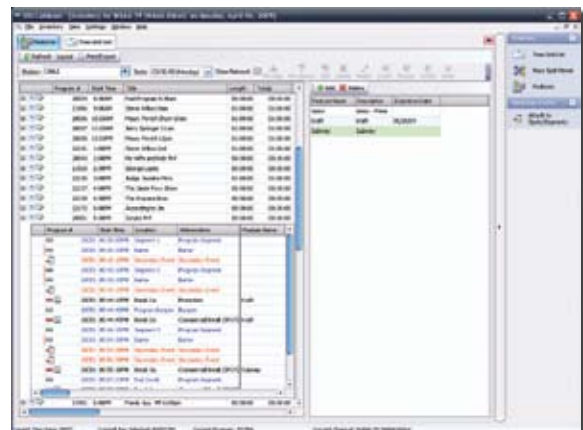
- Real-time analysis
- Unparalleled flexibility
- Increased operational efficiencies
- Decreased potential input errors
- Reduced key strokes

#### Expanded Revenue Opportunities with Internet Ad Sales

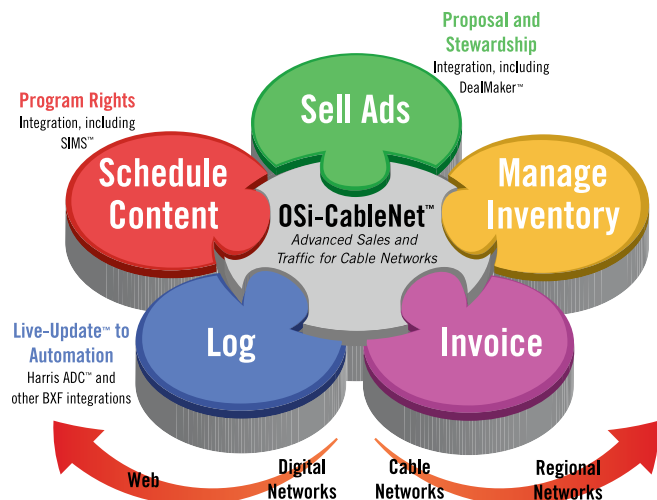
A Harris Internet ad sales application allows OSi-CableNet customers to partner with Web agencies such as Google TV Ads for the sale of selected inventory, while maintaining full control over business data such as inventory, rates and sellout levels. By tracking campaign status information, the ad sales service allows you to analyze the impact of outsourced ad sales, along with your traditional ad sales, opening new opportunities to maximize your inventory utilization and revenue.

#### Instant Updates with BFX Integration

Harris Live-Update™ allows OSi-CableNet and ADC automation to send information bi-directionally between the two systems in real time. Utilizing the latest SMPTE BFX standards, this integration makes it possible to promptly and automatically relay day-of-air changes and updates to the automation log. Once the changes have been made, the ADC automation system reports the status of those changes back to OSi-CableNet.



Maximize inventory value by grouping together features as a single avail with Feature Management.



## System Highlights

**Interactive Real-Time Reporting** gives quick access to information by creating customized report views. Use it to:

- Filter data easily in real time
- Change group settings on the fly
- Add and remove groups and columns dynamically

**Automatic Notification Services** provides seamless communication by sending automatic e-mail alerts to staff, spot times to agencies, contract changes to advertisers and missing copy to sales personnel.

**Live Grid** enhances inventory management by giving a live snapshot of a channel's program breaks, spot avails and available exceptions and announcements. Users have a uniquely clear view of multiple days of available inventory.

**Master Deals** consolidates multi-contract orders and invoices, allowing for contract grouping and the generation of a single contract and invoice. Consolidated contracts and invoices can have any number of variables including brand, product, salesperson, order type, etc.

**Mass Spot Mover** enables users to front- or back-load spots within the week. It also allows users to mass move spots to other time periods.

**Line Flexibility** allows movement of an order line among many contracts and campaigns, facilitating brand allocation and the ability to reserve or hold inventory.

**Feature Management** enables "non-spot" inventory such as product placement, sponsored airtime and other sponsored elements to be grouped together and reserved as a single avail, maximizing inventory value.

**Pod Positioning** allows for the sale of exact break positions.

**Copy/Time Exclusions** allows exclusions to be attached to Programming and Client Profile, protecting against FCC violations.

**A/R Report Cards** enables users to determine the effectiveness of their outstanding collections.

**GL Export** allows all financial activities in the Accounts Receivable component of OSi-CableNet to be generated as a GL entry, directly imported into the client's GL System.

**Credit Watch Features** allows credit managers to place watches on contracts, contract lines or spots. During log preparation, users are notified that credit watches are in place for certain spots.

**Interactive Pre-emption Reporting** allows users to group and sort all pre-emptions in an easy-to-navigate dashboard. Make-goods, credits and contract edits can be performed directly from the pre-emption report.

**Regional Time Shifts** permits networks with regional programming to shift program start times by region, to other time zones.

**Title Cueing** enables the ingest of both short- and long-form timing information directly from ADC automation. Users are able to search for a Material ID to verify if the show exists in the playout server, and check program timing and number of segments.

**Live-Update** enables OSi-CableNet and ADC automation to communicate bi-directionally. Traffic changes can be made day-of-air and will automatically update the on-air playlist.

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