

VSN presents new version of Traffic and Scheduling solution for TV channels

VSNCREATV's new 3.0 version, the traffic and scheduling solution for TV channels, features a new and enhanced interface, a new module for managing advertising contracts as well as integration with the financial and commercial opt-outs management systems.

Planning (mono or multichannel), management of programming schedules and TV commercials, and knowledge of broadcast profitability at different time slots, are key aspects in broadcast environments today. With the aim to facilitate management team's work, **VSN** introduces the new 3.0 version of its traffic, management and scheduling solution for TV broadcasters: **VSNCREATV**.

VSNCREATV 3.0 comes with a new and enhanced user interface with an optimized arrangement of menus that makes its use easier. The new sales management module allows adding advertising contracts and clients and checking their reliability. Also, a new module has been added that allows to register all aired commercials and generate reports integrated with the accounting and financial system (SAP). The commercial opt-out system allows managing commercial airings and classifying them by channel or geographical area in order to meet different audience targets.

Nowadays, broadcast environments are more competitive than ever and sales and planning departments are becoming more important to rapidly manage unexpected events, breaking news and new methods for sponsoring/advertising TV programming. **VSN's** traffic solution allows for a tight integration with master control operation while facilitating those departments to efficiently manage resources.

About VSN

Video Stream Networks is an IT company, located in the Parc Audiovisual de Catalunya (Barcelona), which develops, sells and installs software solutions for the digitization and automation of TV stations, TV production companies and audiovisual content distribution companies. Created in 1990, with branch-offices in Dubai (UAE), Miami (USA), Montevideo (Uruguay) and Brazil, **VSN** has been adding value to more than 1000 clients from 80 countries for over 20 years.

VSN optimizes the entire workflow of a TV station by building a fully automated tapeless TV station with truly integrated applications. The company develops more than 50 modular and expandable solutions for a digital and profitable production infrastructure.

For further information on **VSN**, please contact us at: pressrelease@vsn.es