Nowadays, television stations and media companies all over the world are going through a significant process of internal and external transformation. The emergence of multi-screen content distribution, audience fragmentation, new platforms and the demand for information immediacy, have created a more competitive ecosystem than ever before.

This new environment makes it necessary for managers to put their focus on maximizing the efficiency of their resources, while increasing their manoeuvrability when it comes to exploiting their most attractive content and proposing a range of new tools that help making commercial spaces sales more flexible in such a rapid-changing environment.

Departments which used to be of secondary importance for television stations management are becoming more important today.

Planning ( mono or multichannel), management of programming schedules as well as the analysis of broadcast profitability in any particular time slot are all crucial in this new environment.

Likewise, television companies have learnt that their employees should give special attention to the tasks that generate a real value and remove from their activity all redundant, tedious and unproductive tasks. This is possible today thanks to IT, and leaving “linear” workflows behind to become “collaborative” with several teams working on media management simultaneously.

All this allows increasing manoeuvrability, reaction speed and overall vision of all the station processes in a single environment.
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In the second generation of the convergence of IT and Broadcast, a clear necessity was detected to integrate and communicate the planning systems with the technical area, especially with the Content Management and Automation systems.

This modern philosophy of operation allows designing and implementing complex and automated workflows easily. Once the contents have been scheduled, Master Control Room will request the MAM to transfer its assets to the broadcast servers (Video Servers), either from the online storages, near-line or from the deep archive.

If the materials need to be ingested, the ingest subsystem can receive a scheduled task or the operator be notified of the pending job. Other operators will be required to edit, perform quality control, etc. In any case, the catalogues of the different areas must be integrated and the information must flow automatically among the different departments and systems.

On behalf of efficiency, communication must be bidirectional, and in a way such that:

- Any change in the planning is automatically reflected in the Master Control Room System.
- Any content (and the associated contract) that is entered in the Planning system must automatically generate an Archive request, a command to the Ingest System or any necessary task prior to its scheduled broadcast.
- “Real” Broadcast, often affected by last minute changes, must feed the Management systems in order to automatically produce broadcast reports, advertising invoices, among others.
- In the current digital platforms, it is usually necessary to produce information for areas external to the TV Channel such as, for example, the EPG (Electronic Programming Guide), which allows users to consult the schedules, synopsis, etc. of the channel’s programming.

Lastly, an integrated management should avoid redundant tasks and process incongruence. As a “factory” and content distribution chain, the station should apply an unitary vision of these contents in every area. The Archive and Media Asset Management (MAM) systems must integrate their catalogues with the traffic system through a Unique ID.

Therefore, the new media and its accompanying contract could be registered in the desired area so the new materials can be later viewed in every area with all its metadata and related information.

What should you expect from a traffic system
2  **VSNCREA TV**: The ultimate Broadcast Management System

**VSNCREA TV** manages advertising, production and broadcast workflows with the aim of planning TV Broadcasting, costs forecast, control of materials, generation of programming schedules and information for media, institutions, websites, and EPGs.

With **VSNCREA TV** the TV Station will be able to:

- Plan the advertising slots
- Plan the blocks of both its owned content and third-party’s
- Control the contracts and productions costs
- Document the content
- Design the weekly programming schedules and daily playlists
- Provide broadcast information for Media, Web, OTTs and DTT’s EPG

**VSNCREA TV** is a key element when improving the channel’s efficiency, no matter its type: commercial, thematic, news, religious or a generalist channel. The system optimises human resources and collaborative work among different divisions, easy and transparently, dealing with tedious and repetitive tasks. Its web architecture makes it also very easy to install and start. The training of this tool is really fast and its benefits can be seen in a short period of time.

**CONFIGURATION**

The server can work in SQL, MySQL and/or Oracle environments; the clients only need a web browser. Training cycle and set up are really short and the menu and its screens adapt to the different user profiles and the tasks of each department. Furthermore a secure permit system is under the Administrator’s control to configure what type of users would be able to access or modify.

**REACTION SPEED**

Reaction speed in the event of unforeseen programming changes (last minute changes) is possible thanks to **VSNCREA TV**, and it’s quick, easy to use, and synched with any other system that works along with it. It also facilitates the delivery of information to all departments in real time and updates all documents that might be affected due to any unexpected change.
VSN CREA TV: The ultimate Broadcast Management System

SECURITY AND CONTROL

This tool makes it easy for any channel to strictly control all of its contents, number of times a chapter was broadcasted, its provider’s contracts, the cost-profit ratio of each content, among others, allowing the users to avoid mistakes for lack of information or misinterpretation. Likewise, VSN CREA TV allows an absolute control of all own, third-party and outsourced productions, assigning the costs per chapter or to the complete production, or as desired.

TOTAL SYNCHRONIZATION

Any change to some parameters, contract or programming schedule is immediately shown in other departments and the playlists are modified accordingly. The power of this tool relies on having everything synchronized at all times. This features are possible thanks to its As Run Log technology, integrated with the others systems that work together with VSN CREA TV. It makes it reliable for any situation and ensures that every system will be up to date at all times.

MODULES

VSN CREA TV is composed by several modules that work independently but are synchronized into the system.

Each of them shows the scope of the work that the system covers for any TV Planning/programming/traffic needs:

**Administration Module**

Powerful and secure administration that gives control over users and profiles to ensure every license has what it needs. It is composed by subchannels that work as a category system to grant access to its users on reading or writing mode.

**Company Module**

When having a directory of companies available, VSN CREA TV can work as a CRM to administrate contracts, campaigns, work orders and others. Every company has several fields of information and related contacts.

**Catalogue Module**

A robust module to administrate all productions and every asset. As soon as any audiovisual material is registered it receives a unique ID, and it is catalogued and organized. Productions and series are managed by several properties that are predefined in the system and allow the user to quickly schedule an entire season to be aired on the TV, without missing a replay or overusing the acquired rights of a purchased production.

**Playout Module**

One of the most relevant modules is where the Weekly, Daily, Monthly or Yearly planning happens. No matter if it is only a few hours or a whole month, the schedule works by blocks that can be pre-defined and filled with content to provide an easy scheduling that can be edited later on. Once the planners are happy with the schedule, sending the entire production to the MCR is only a click away.
Acquisition Module
The module that will have control over any purchased showing. Once acquired a production, an easy procedure will have the content ready to be planned with its costs, number of allowed showings and documentation, among others.

Work Order
Once a job has to be done or externalized for any production the work order module is the place where all these needs will be placed, with its timing, assignment and scope of work. It is also possible to generate pro-forma invoices to send to a provider right from VSNCREA TV.

Music Rights Module
It is highly important for a TV Channel to have a control over aired music playlists. The author rights module will have that information ready to be documented and justified at any time.

Reports Module
This module allows the user to do a search based on different filters or fields to cross data from various databases. All data can be exported into a CSV file to generate graphs and reports from any spreadsheet software.

Integrations Module
The module that will build the bridge between VSNCREA TV and any other platform. A basic example would be the generation of an XML file (among other types) that will be filled with the information needed to be synchronized with any third party systems, or exported to, for example, run invoices.
# Applications of VSNCREA TV

No matter its size or coverage, VSNCREA TV can help any TV station to have all its departments’ information on the same page at the very same time. Learn how Advertising, Finance and Broadcast can benefit from having such a powerful system by having a look at its applications.

## Advertising Department
- Information on the availability of advertising slots
- Definition of campaigns per advertiser
- Assignment of advertising to the playlist
- Control of advertised broadcast
- Management of broadcasts rights’ contracts
- Description of synopses and technical details
- Supervision of showings
- Automated reports to contractors
- Synchronization with third-party invoicing systems

## Broadcast / Playout Department
- Multichannel support and opt-out (regional variation).
- Definition of generic templates and broadcast criteria
- Design of weekly programming schedules and daily playlists.
- Display of gaps and overlaps (time lag).
- Creation and export of secondary and auxiliary events
- Information for Media, Web, OTT and DTT’s EPG

## Financial Department
- Financial management of programming costs per day, week, etc.
- Management of programming schedules and advertising revenues
- Consultation and modification of costs allocation in the weekly schedule
- Programmes and productions cataloguing
- Maintenance and supervision of media condition
- Integration with accounting and financial systems (SAP)
4 Benefits of the system

For any station, the advantages of systematizing TV planning are infinite.

**VSNCREA TV** takes any TV Channel to a whole new level of efficiency and productivity by developing a complete system that includes and integrates with the Master Control Room, with the Media Asset Management system and with the invoicing and costs analysis tools (if any).

Here we present a list of the most important benefits of our system:

- Web Architecture for a fast and easy implementation
- Multi-location synchronization for different departments
- Multiplatform to work with any OS, and any database (Oracle, SQL, MySQL)
- Powerful system of permissions according to user profile and scheduled tasks
- Easy to use. Powerful graphic interface and contextual menus
- Real cooperative work between technical and management departments. User view can be customized depending on their tasks.
- The “programs & contents store” tool allows to add all the necessary metadata to any content at any time
- Generate customizable reports for each client
- Easy integration with other third-party solutions (Imagine, Avid, etc.) either for content management or automation
- Full bidirectional integration with **VSNMULTICOM**, **VSNEXPLORER** and others
- High reaction speed in the event of unforeseen programming changes
- Customizable hierarchy of operation permissions for each client and department
- Automatic gathering of real broadcast data (As Run Log) in order to compare them with the original playlists
- Capability of integration with current ERP management systems (SAP, COVI, etc.) for advertising invoicing and others
- Ability to prepare several parallel programming and select the most appropriate, even at the very last minute

**A flexible, simple and robust system that increases efficiency in advertising and TV Programming management**
Our references

MORE THAN 1,000 CLIENTS IN MORE THAN 100 COUNTRIES

For more than 25 years, VSN has installed solutions for more than 1000 clients, creating value for different companies in the Broadcast and Media & Entertainment industries.

Saudi Airlines
Saudia Arabia

Canção Nova
Brazil

RTVA
Andorra

VTelevisión
Spain

P.U. Javeriana
Colombia

8tv
Spain

TPA
Angola

Amarin TV
Thailand

SingTel
Singapore

CTC TV
Russia

Syrian National TV
Syria

RPP
Peru

Campus TV
Honduras

Al-Mayadeen
Lebanon

Rai
Italy

Al-Kout
Kuwait

La Xarxa
Spain

TVB
Hong Kong

Rio Grande do Sul
Brazil

TeleSur
Venezuela

Telson
Spain

Atlas Mediaset
Spain

TVG
Spain

Bloomberg UTV
India

HOLA TV
USA

Gol T
Spain

Rede Massa
Brazil

Barça TV
Spain

Chilevisión
Chile

TV Zimbo
Angola

Telmex
Colombia

RCN TV
Colombia

Skai
Greece

Real Madrid TV
Spain

Telecentro
Honduras

Dorna Sports
Spain
In the following video you will discover how the systems we’ve talked about in this Product Information work seamlessly integrated. From the **VSN EXPLORER** Media Asset Management system to the **VSNMULTICOM** MCR solution, everything gets together with smooth synch and total control under **VSNCREA TV**.

- Have a look at our *How to fully optimize your channel’s MCR Automation webinar*

- Ask for a demo of our products [here](www.vsn-tv.com)