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# CHAMP v5.1

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# Agenda

- Background
- Product Snapshot
- CHAMP Features & Workflows
- Key Differentiators
- Demonstration



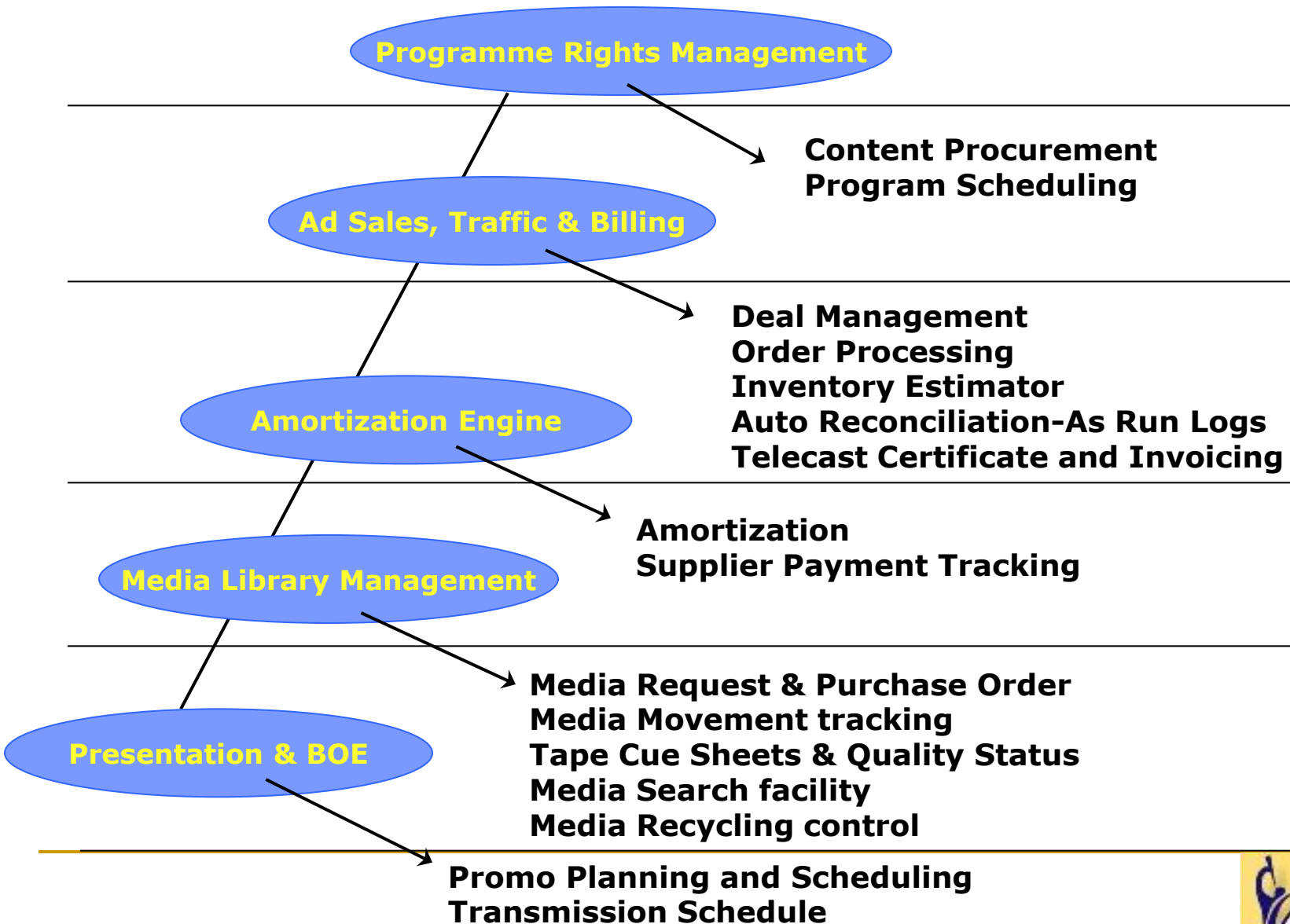
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# Background

- Operational for over 13 years
- Around 15 domain and technical consultants
- 5 dedicated support engineers
- Tie-up with consultants for staff augmentation
- Process Driven Quality
- Ethical Business Standards
- Offerings include frameworks and services

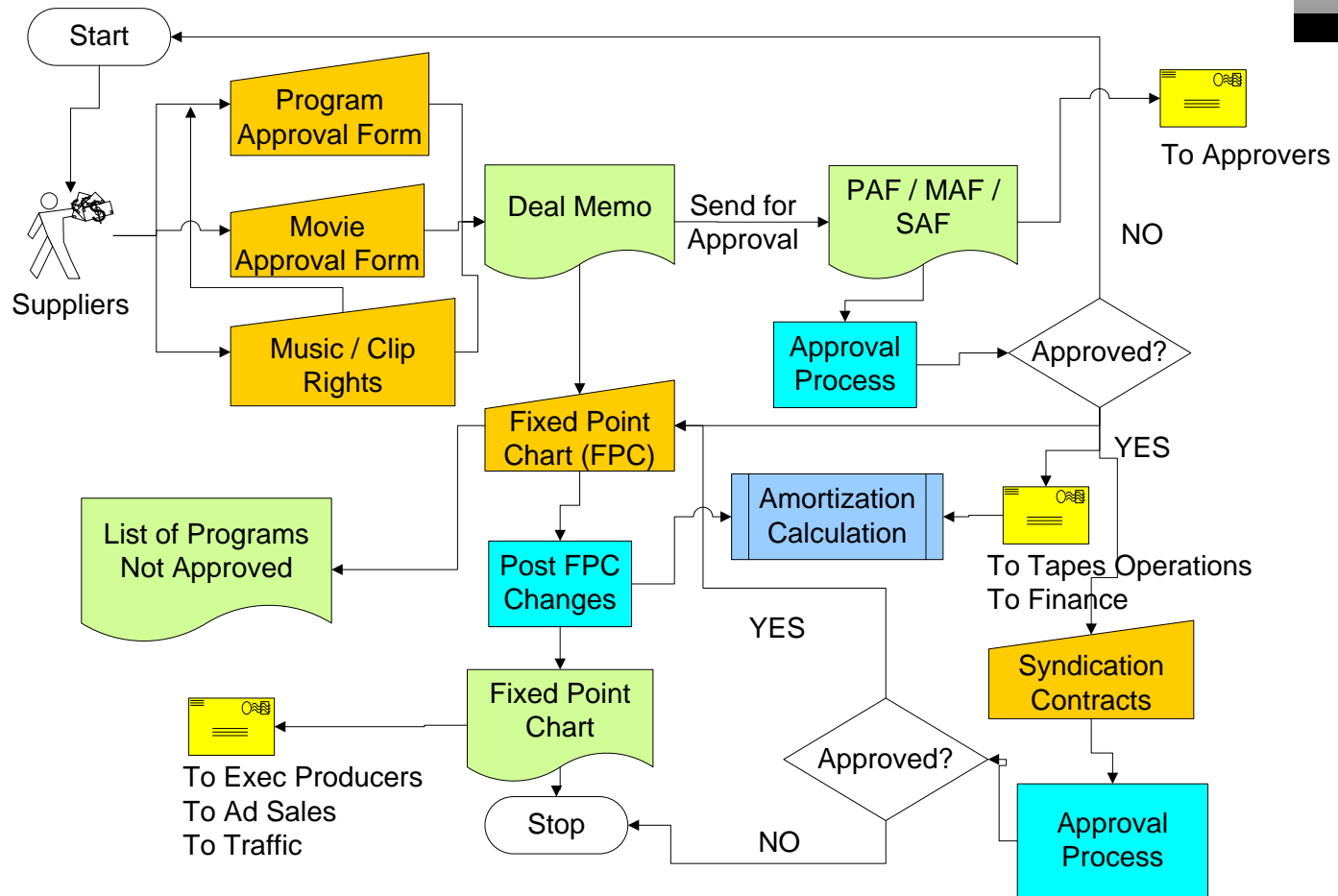


# Product Snapshot



# Workflow for Programming

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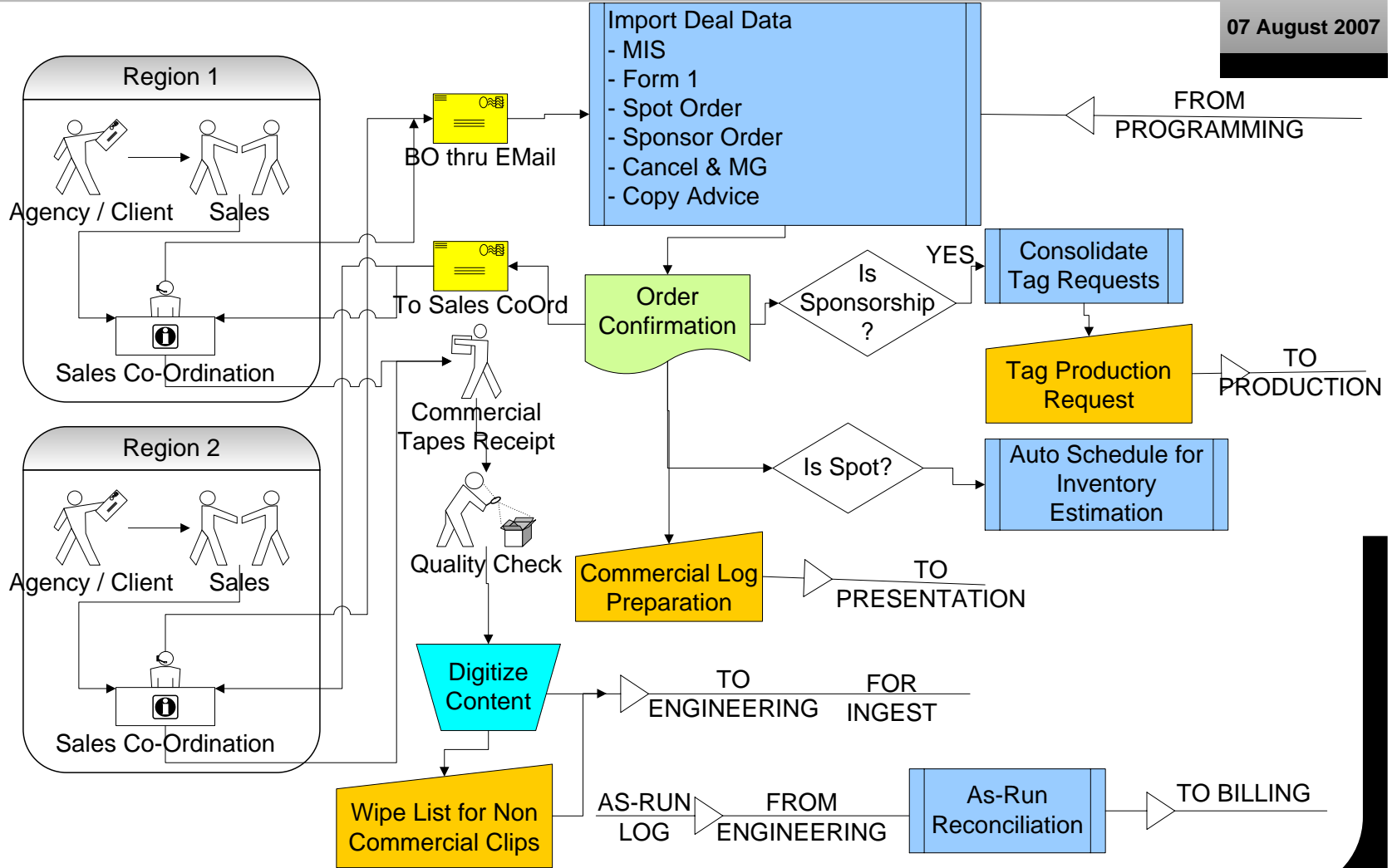
# Programme Management

- Programme, Movie, Songs Procurement
- Rights Management
- Scheduling of Programs
- Amortization
- TRP Import



# Workflow for Ad Sales and Traffic

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# Ad Sales and Traffic

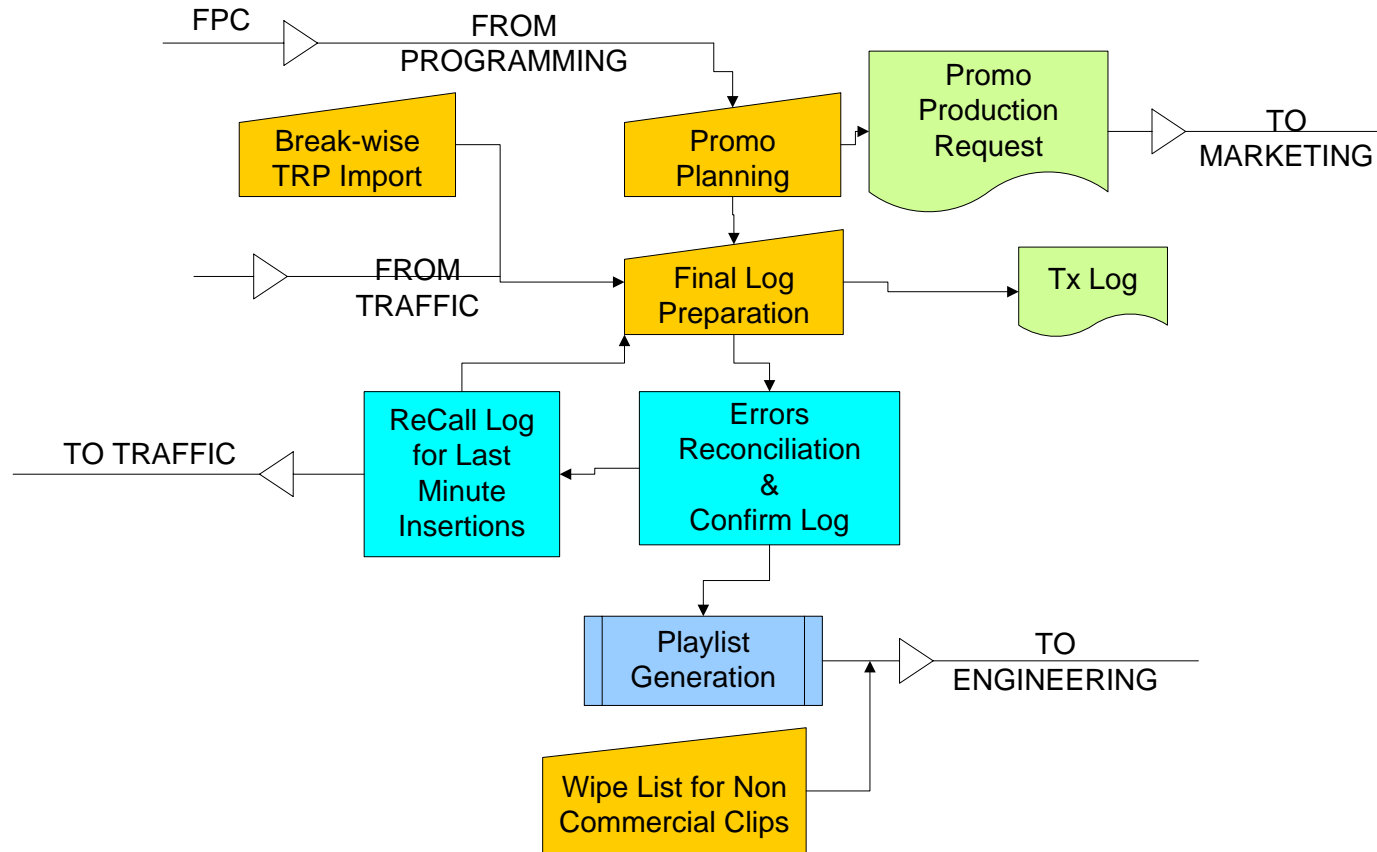
- Deal Management
- Booking Order Import
- Order Processing
- Inventory Management
- Billboards
- Order Reconciliation





# Workflow for Presentation

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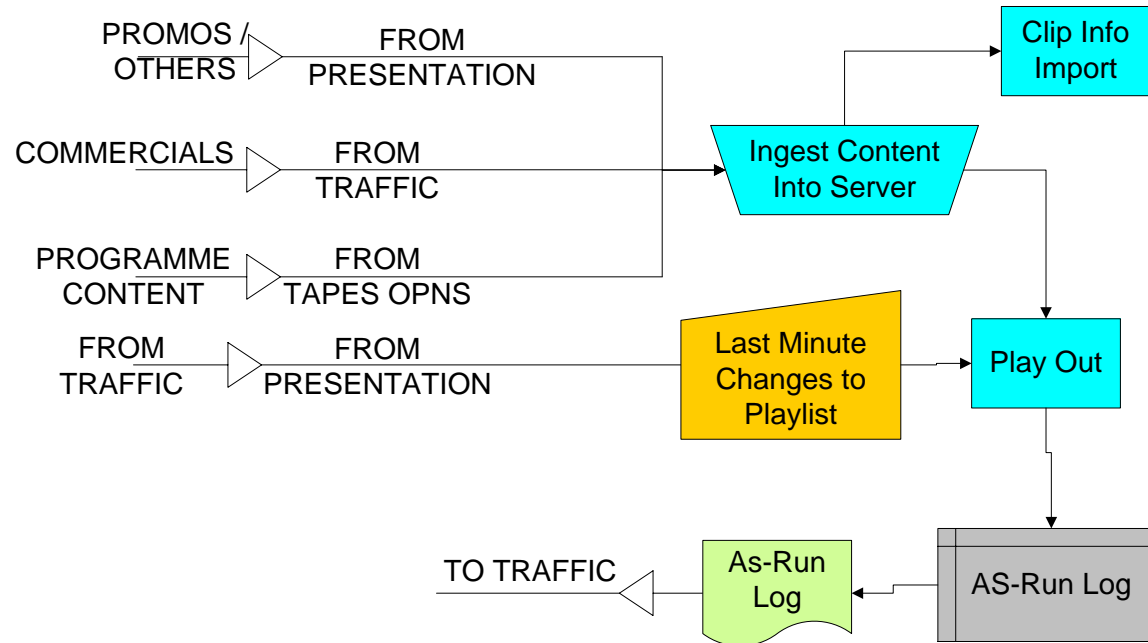
# Presentation

- Promo Planning
- Auto-Plotting Promos
- Final Log Preparation
- Log Errors
- As-run Log Reconciliation
- Invoicing



# Workflow for BO&E

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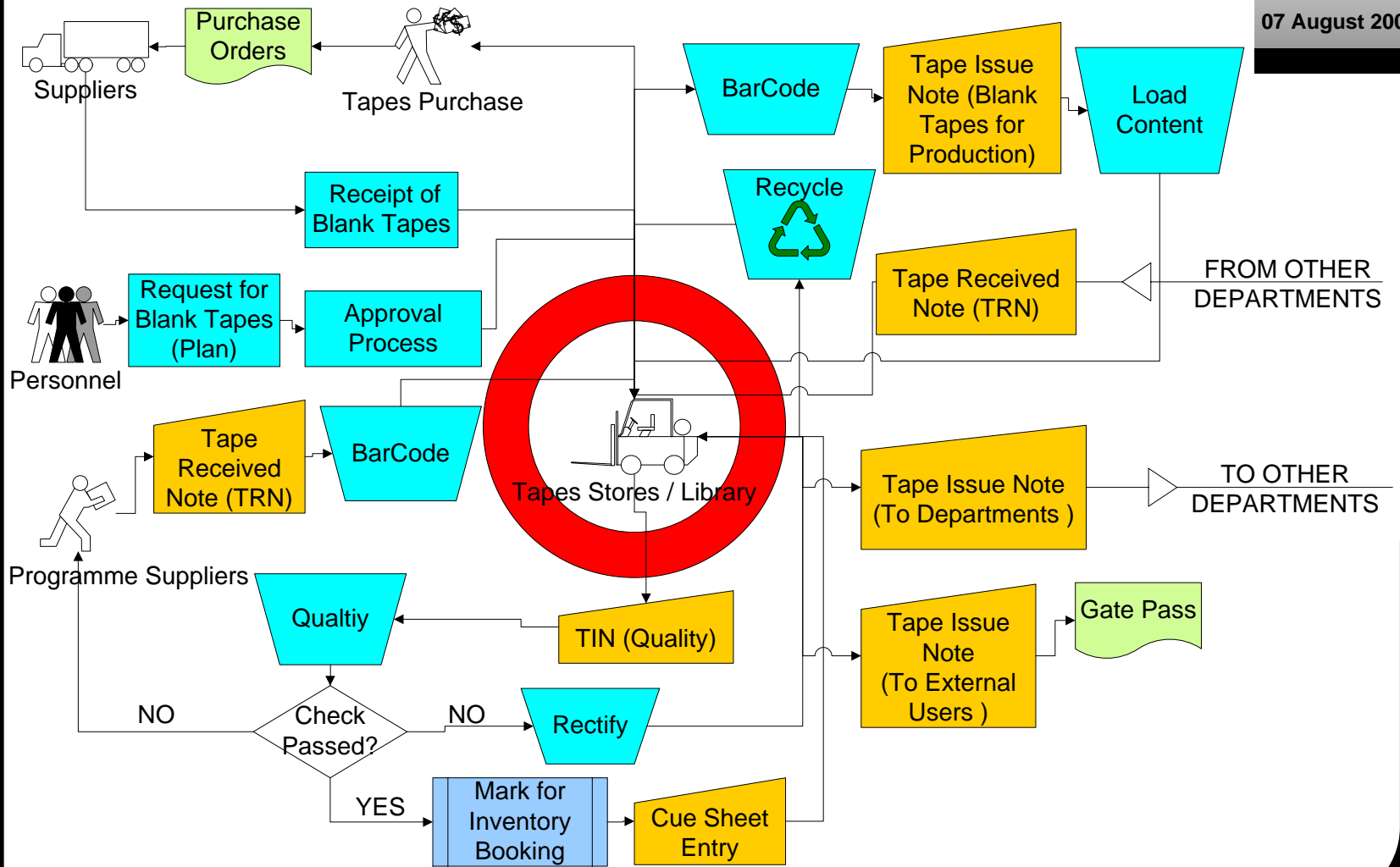
# Broadcast Engineering & Operations

- Pending Ingest List
- Wipe List Generation
- Play list Generation for 3<sup>rd</sup> party Automation
  - Aveco
  - VectorBox
  - Harris
  - OmniBus
  - Others can be customized



# Workflow for Library

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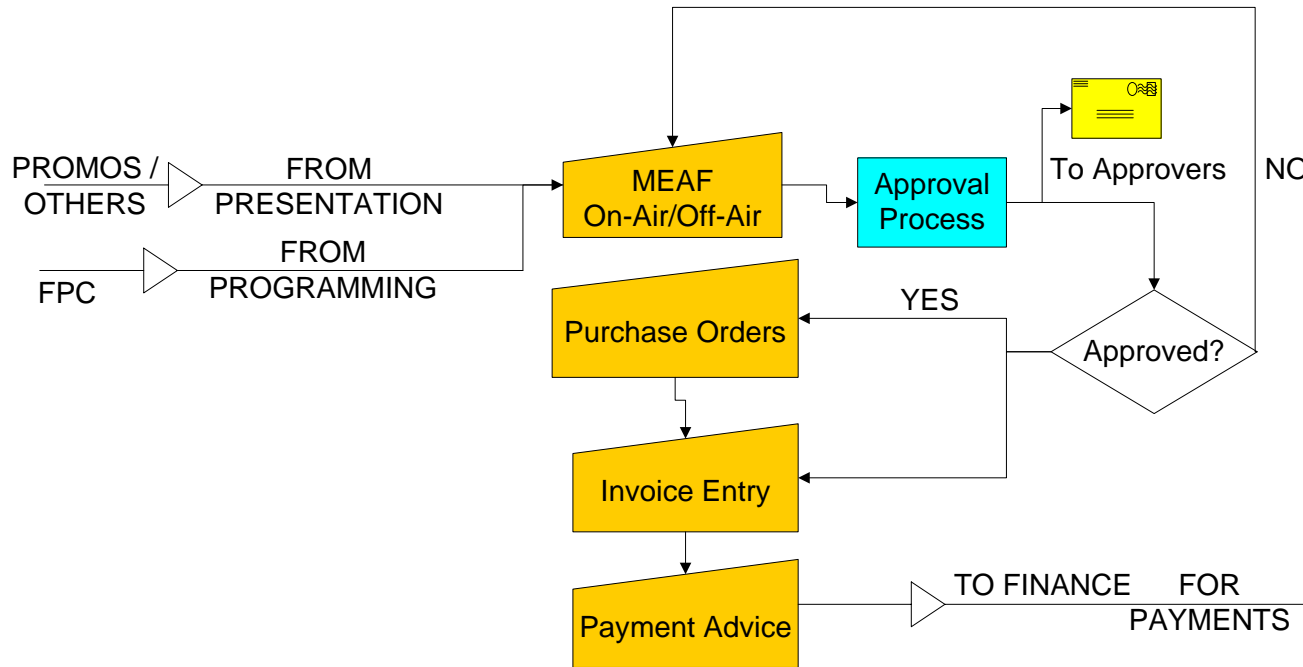
# Media Library Management

- Consolidated Request Processing
- Tape Movement Tracking
- Tape Quality Management
- Frame Accurate Cue Sheet Management
- Tape Search Facility
- Tape Recycling Control



# Workflow for Marketing

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# Marketing

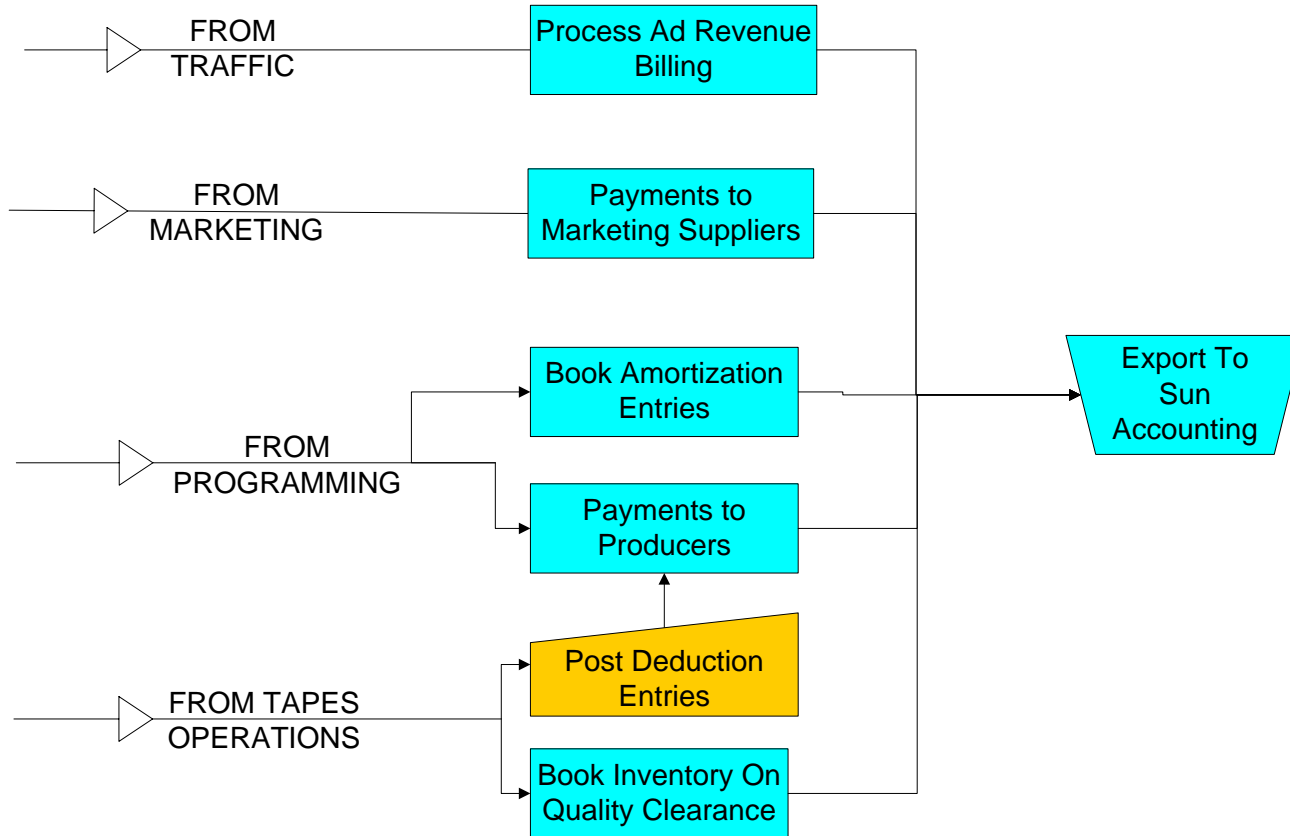
- Budgeting for On-Air and Off-Air Promos
- Purchase Order Tracking
- Supplier Payments
- Budget vs Actual Reporting





# Workflow for Finance

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# Finance

- Weekly Cost of Shows
- Supplier Payments for Content
- Invoice Generation for Ad Revenue
- Content Inventory & Amortization
- Integration with Sun Accounting



# Reporting

Ad Sales - CHAMP - [OnScreen Reports]

Masters Transactions Reports House Keeping Tools Windows Help

Daily Reports Revenue Inventory Support **Data Analysis**

Reports: Air Time Sales  
 Group By: Inventory Type

TxDate: 01/04/2007 30/06/2007  
 Contract Date  
 Release Order Date  
 Invoice Date

Refresh F7 Print F8 Close F9

As Booked As Aired As Billed

Totals Only Year Quarter Day Month

Save Report Delete Report Full Screen View Show Fields

[Channel]='SHAKTHI TV' AND [Month]='5'

Inventory Type Month

Channel	4	5	6	Totals
CHANNEL ONE MTV	8300944	5317514	2398158	16016616
SHAKTHI TV	19644758	14172154	11419869	45236782
SIRASA TV	88992112	72821692	48020759	209834563
Totals	116937814	92311360	61838786	271087960

Values:

- No of Insertions
- Duration
- Sales
- Discount
- Premium
- Actual Sales
- Commission

Other Fields:

- Billing Type
- Region
- ME
- ME Name
- Agency
- Agency Name
- Client
- Client Name
- Product Category
- Product
- Brand
- Commercial
- TxDate
- Contract
- Contract Date
- Release Order
- Release Order Date
- Programme
- Genre
- Segment
- Time Band
- Break No
- Telecast Certificate No
- Invoice No
- Invoice Date



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# Reporting & Security

- Flexible Reporting for Analysis
- Dashboard for Managers
- Variety of Canned Reports
- In-built Alerts
- Active Directory Integrated Security



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# Key Differentiators

- Domain Expertise
- Customizable
- Flexible Program Scheduler
- Frame Accurate Logs
- Automatic Bill Board Tracking
- Auto Tagging of Promos
- Flexible Reporting



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# Future Plans

- Technology Migration in the next 6 months
- Addition of a full- fledged Sales Force Module
- Addition of a full-fledged Accounting System
- Double-byte capability to function in other languages
- Incorporate other revenue models including SMS and IPTV model

