



Traffic Directors Guild of America



Traffic Breakthrough Revealed: Landmark OSi and ECN Partner Upgrade 8.4 to Automatically Ingest Copy Revisions and Dramatically Reduce Make Goods

There's no way to hide it - this is one of the biggies for both Traffic and Continuity. Combining the talents of Imagine Communications and ECN-Entertainment Communications Network (The copy link between many of the major Ad Agencies and your Stations), you'll now be able to receive and electronically ingest commercial instructions using the SMPTE Broadcast eXchange Format (BXF) 3.0. No more spending hours trying to keep up with the constant revisions, changes and



rotation patterns dictated by the copy-providers. Instead, you can automatically and seamlessly accommodate the "Live Log" copy instructions, electronic file acquisition linked to your automation playback units and the Board Operator (or Master Control) can catch updated info in a matter of a few seconds. (OK, maybe a minute or two), but we're talking about today's log, in fact, this hour's log page. Imagine how many makegoods will be completely avoided when you combine this new feature from the experts at ECN, OSi and your Station. This is positively an outstanding quantum leap forward for Traffic, Continuity and Master Control.

For years TDGA has had the privilege of working with **Angela Tietze at ECN. (In photo on far right)** In fact, she's one of our earliest members. We had the opportunity to catch-up on this super feature with Angela at breakfast, and then sat in on the presentation at the session hosted by **Bill Cleveland of OSi, (in Photo on Far Left)** with Angela on board to help point out the key points. Developed in partnership with [Entertainment Communications Network](#) (ECN), this feature simplifies commercial scheduling and reduce make-goods due to programming errors. **Imagine tells TDGA Version 8.4 with BXF 3.0 is scheduled for a June release.** In fact we believe OSi's version 8.4 is ready to go.

ECN, distributes thousands of commercial instructions and radio spots each week to broadcast media on behalf of advertising agencies. They estimate stations and networks spend significant time manually inputting commercial copy, entering airdates, advertiser, brand, commercial code (Ad-ID or ISCI), length and other details into their traffic systems. This new integration between ECN service and LandmarkOSi is designed to significantly accelerate workflows between media placement and airtime. Commercial schedules are ingested using XML delivery of agency-approved commercial instructions, broadcasters can more quickly review, reconcile, revise and reach consumers – all with greater accuracy, closer-to-air ad buys, last-minute scheduling changes and immediate scheduling confirmation.

“The new automated copy feature can yield significant efficiency gains for our LandmarkOSi Traffic & Billing customers, improving productivity and reducing copy input mistakes and discrepancies,” said **Sarah Foss, vice president, product management, advertising management systems, Imagine Communications** “Manually typing copy instructions from e-mail or fax originals into the traffic system is now a thing of the past. LandmarkOSi Traffic & Billing customers can electronically confirm and accept incoming instructions with a click of the button, and have a streamlined process for order updates.”

“Media placement has become more granular, and now more than ever both broadcasters and advertisers have a vested interest in ensuring commercials air correctly,” **Angela Tietze, president and CEO, ECN.** told us.. “With this new service, ECN and Imagine Communications are changing the way commercials have been scheduled for more than 40 years. Our combined expertise and technology, coupled with ECN’s existing integration with media buying systems will significantly increase scheduling accuracy and reduce errors. Bottom line: station staff can focus on the business of media instead of the tedium of data entry. ” TDGA has also learned that further workflow enhancements are also planned for LandmarkOSi Traffic & Billing, with the enhancement of EC2WAY to support electronic, automated make-goods between LandmarkOSi Traffic & Billing and agencies’ and advertisers’ systems. This cutting-edge eBusiness capability improves productivity by providing a complete process for multiplatform buying/selling. Visit www.imaginecommunications.com for more information, or www.ecnmedia.com

Or, better yet, contact your own Imagine Sales Rep and get the details. Of several features outlined or shown at the Users Group in Orlando, this is one of those that literally brings Traffic forward into the second half of this decade with a feature that Traffic Professionals have been asking for ever since Agencies adopted the practice of changing Copy Orders and Rotations multiple times before some campaigns even began. Speaking for Traffic Professionals, this is one of the most significant improvements in the past 10 to 15 years.