



Traffic Directors Guild of America



09/24/13 - BXF 3.0 Commercial Traffic Initiative Reduces Discrepancies and Make Goods -

During its annual October conference, The Society of Motion Picture and Television Engineers (SMPTE), which hosts one of the media industry's most intensive technology gatherings, will announce SMPTE's Broadcast eXchange Format (BXF) 3.0, a significant breakthrough in commercial scheduling for broadcasters, advertising agencies and advertisers. BXF 3.0 will automate the time-stealing data entry process (re-keying of traffic instructions) that has been in place for more than 50 years. For years, ad agencies and broadcasters have focused on the media buy (known as the order) and invoice. Yet scheduling the commercial, the most critical step to ensure a spot airs correctly, is still an entirely manual process. Industry experts Christopher Lennon of MediAnswers and Angela Tietze of Entertainment Communications Network (ECN) will present *Faxes, Emails, Pagers, and the Macarena: Adios to Relics of the '90s*. Both will delve into one of the advertising and media industries' least talked about workflows, which today relies on dated technology: TRAFFIC.

Currently, once a commercial has been produced, ad agencies assign it a commercial code (Ad-ID) and create traffic instructions advising broadcasters when, where and how to air it. Typically, traffic instructions are distributed to stations and networks via fax or email, and the commercial information is re-typed by hand into the traffic system. It takes valuable time to re-key the data and underscores the inevitability of errors. That's where SMPTE's Broadcast eXchange Format (BXF) 3.0 comes in. Lennon and Tietze spent the past 18 months working with a group of industry professionals to create a standard within BXF that will enable traffic instructions to be ingested electronically into traffic systems at stations and networks, automating commercial scheduling using XML. The result will be no more manual data entry and faster time-to-air for advertisers, while significantly reducing discrepancies and make goods. Contact Chris Lennon (clennon@medianswers.tv) or Angela Tietze (atietze@ecnmedia.com) for more information. Angela Tietze has been a TDGA Member for 10 years.