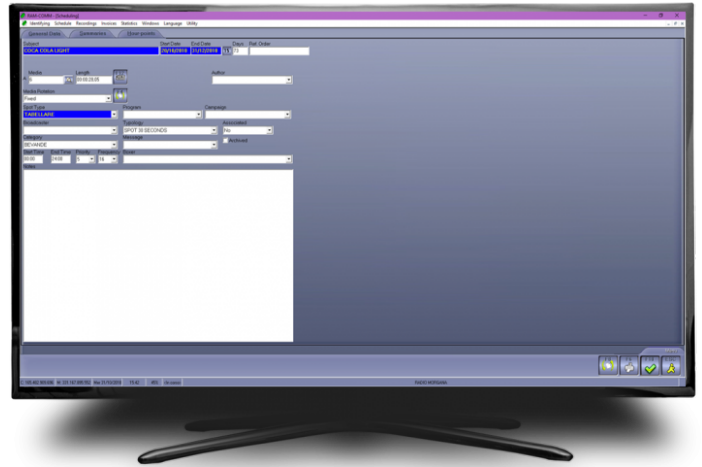


## Ram comm Video



## The Complete Traffic & Business Software for Tv Stations

**RAM-COMM TV** is a multi-station and multi-user software that manages all business processes of the Marketing & Sales department, from customer contact to invoicing and billing by Management/Administration.

**RAM-COMM TV** is able to manage several users, with full administration control of the different rights associated to each single user; the software is also suitable to small stations as well as large publishing groups; multiple channels and advertising areas, the so called “splits”, are active.

**RAM-COMM TV** offers special features to allow the best focus on customers’ contact information, on media Import/Export from agencies; same voice separation on spots and

**business and sales accurate reporting are on; the software also handles sales reps' commissions and sales accounts, business contracts and invoicing/billing.**



## **Main Features**

**Multi-user architecture with rights management**

**Complete customer and contract management**

**Automatic invoice generation**

**Advertising scheduling: duration, rotation, priority, category conflict management**

**Advertising splitting according to areas/territories**

**Agents and areas management**

Commercial reports and statistics for customer and board

Advertising certification



**RAM-COMM TV** has a very effective built-in and multi-purpose scheduler developed thanking to **AxelTech** programming experience in order to create the best possible log of Radio for any sort of advertising on-air element or segment:

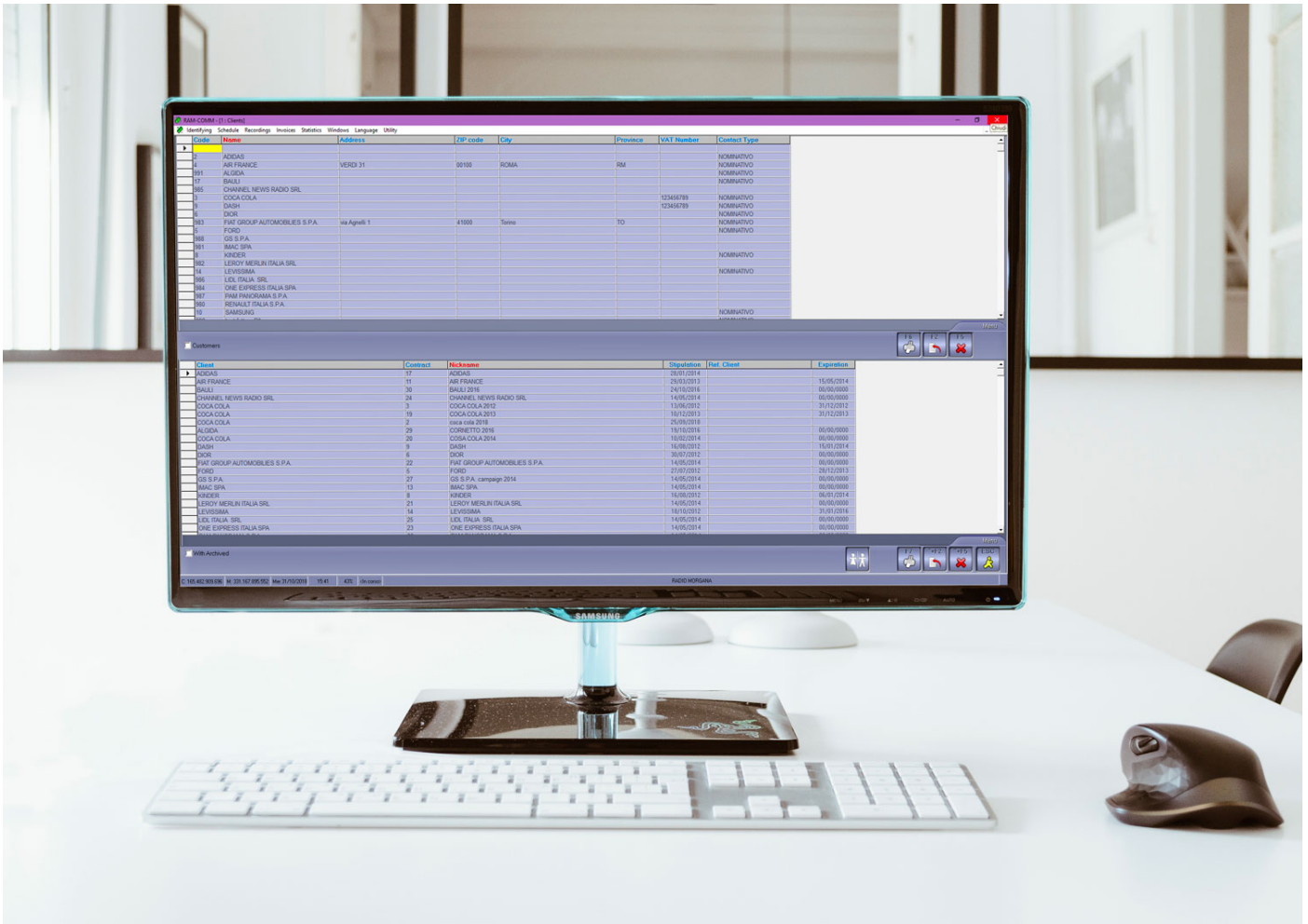
Spots

?

Billboards/Sponsorships

Commerci

al  
Announcements  
Promos  
And  
more...



The software is strongly recommended in the scheduling process as it saves time for the advertising log creation.

Thanks to advanced automatic practices RAM-COMM RADIO provides a complete planning with crucial controls:

- 🔗 Automatic fill of the  
hour selected  
points/clusters
- 🔗 Automatic rotation
- 🔗 Priority control
- 🔗 Subject rotation
- 🔗 Automatic managing of  
the “tails”
- 🔗 Product conflicts
- 🔗 Pre and post spot  
insertion
- 🔗 Manual Edit



Another advanced feature of RAM-COMM RADIO is the automatic fill of the split-zone clusters; this is achieved using

▣ Premium

spots

▣ Stand-by

spots

▣ Promos

▣ Audio fillers

selected by

duration

**RAM-COMM** is the essential tool for the company's management to keep the business always under control.

Due to the vast availability of its specific electronic and printed reports and statistics, **RAM-COMM TV** is the best tool to manage and to optimize the business of your company; it provides a clear, updated and objective outlook in order to allow the sales manager to take all the most effective commercial initiatives and policy decisions. It provides the best tools to major reports such as:

▣ Number and

typology of

scheduled

contracts

- 🔗 Present and  
future outcomes
- 🔗 Expiring contracts  
for the forthcoming  
period
- 🔗 Business potential  
of the  
representatives
- 🔗 Agent areas and  
management
- 🔗 Contracts to be  
invoiced next  
month
- 🔗 And many more..