

Integrating radio automation and traffic

PREPARED FOR:

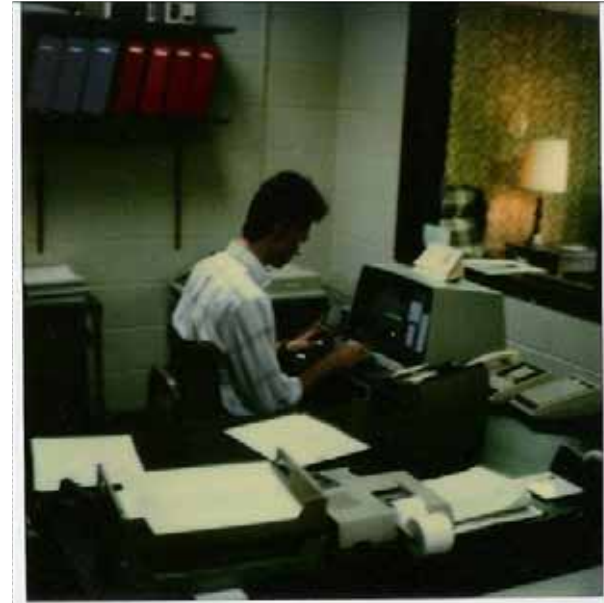
▶ Radio Ink's TECH summit



Radio in 1986



Automation



Traffic

- Traffic log printed on paper and manually keyed into automation
- Paper-based (and faith-based) reconciliation

Radio in 2009



Automation



Traffic

- Entire day's log sent in flat file – single items can't be edited
- Reconciliation is a batch process performed next day OR still manual

Radio in 2010



Automation



Traffic

- Automation and traffic are the two most important computer systems you have
- They should work together!

Less work
+ compliance issues avoided
= money saved.

How can automation and traffic work together...

- Traffic log is sent to automation “over the wire”
 - Less system configuration
 - Fewer drive mappings and associated security risks
 - Eliminates worries that file is in proper format

- Real-time log editing in traffic
 - Allows traffic to independently change today’s log or another future log
 - Traffic can add, change, or delete any spot in any upcoming stopset until that stopset goes on-air
 - Eliminates “re-merge” issues and hassles

- Automation notifies traffic when a spot plays or is missed within 30 seconds
- Enables real-time confidence monitoring that spots are playing
- Allows rapid response when a spot misses – you can even schedule a makegood in same daypart to avoid hassles with ad agencies

- Production and continuity orders have changed little in decades
- Current process:
 1. Information about a commercial entered into traffic
 2. Traffic prints a Production Order on paper
 3. Production department reads paper and enters same info into automation (hopefully accurately)
 4. If advertiser changes order (eg extends end date) the process repeats.

- With integrated system...
 - A list of commercials entered into traffic but not yet dubbed appears in automation
 - The production director selects the spot to be dubbed and all relevant info is copied automatically to the audio file – the operator has only to attach the audio. *No paper!*
 - If the spot changes later – new station or new run dates, the changes are pushed automatically to automation. *Production doesn't know or care!*

- Reconciliation of spots read live is still faith-based
- In many stations the script is still printed on paper and placed into a binder
- In other stations live copy is typed into flat files or external systems that display the script to the jock but have no meaningful reconciliation abilities

- With an integrated system...
 - Live spot scripts are entered into traffic
 - Scripts are displayed to the jock at the appropriate time by the system the jock is already using (automation)
 - When the jock reads the live copy, she or he presses a button on the screen that reconciles the live copy in traffic.
- You save paper, avoid redundant work, redundant systems, and minimize potential compliance issues.

It is available now!

- *WO Automation for Radio* was designed to integrate with systems like *WO Traffic*
- *WO Traffic* is the fastest growing radio traffic system in the US and Canada
- The benefits of the combined system can be yours today

- Streamlined sports log integration
- Live spots in voice tracks
- More enhancements to reconciliation

THANK YOU

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