



# **USER MANUAL AD-SALES BUSINESS SYSTEM**

## **Mercantile Data Manager**

**81/2, Palm Avenue, Kolkata, Pin – 700019,  
West Bengal, India**

**Telephone: +9133 22805442**

**Email: [contact@mdm-india.com](mailto:contact@mdm-india.com)**

**Website: [www.mdm-india.com](http://www.mdm-india.com)**

**Creative  
Consistent  
Committed**

## About The System

The objective of the system is to manage the sales process of the Telecast Spot of Channel starting from Order Processing to Billing to Advertiser through Initiating Agency.

The processes involved in the system are divided in three major sections as Administrative Processes, Production Processes and Commercial Processes.

From the perspective of functionality the processes are divided in three major sections also. Such as System Administration, Production & Planning and Business & Commercial.

## Process Work Flow

Apart from other processes, processes involved in Business and Commercials are performed in two different stages mentioned below:

- Pre-production processes
- Post-production Processes

### Pre-production process:

The business functions under Business & Commercial, are performed before production (Telecast of program and advertisement/commercials) process

### Post-production process:

The business functions under Business & Commercial, are performed before production (Telecast of program and advertisement/commercials) process

### Production Process:

The production processes in this Television Media Business Domain is to broadcast programs and commercial in different time slot as scheduled by the strategic process.



## Key Terms

### **ADVERTISER**

Persons or organisations telecast their advertisement through the television channel.

### **INITIATING AGENCY**

Persons or organisations manage the commercial as well as other activities on behalf of the ADVERTISER in running their advertisement in the Television Media company.

### **FIXED POINT CHART (FPC)**

List of programs scheduled for broadcasting on the basis of day of week.

### **PROGRAM TELECAST SCHEDULE (PTS)**

List of programs scheduled for broadcasting for a particular date on the basis of programs set according the FPC.

### **COMMERCIALS**

The video movie clippings provided by the advertiser or initiating agency (appointed by the advertiser) for broadcasting.

### **BRAND**

It is a name issued by advertiser or its authorised agency to classify their commercial on the basis of their products or services.

### **RELEASE ORDER**

A document issued by advertiser or its authorised agencies directing the broadcasting organisation to broadcast their commercials with date, time or any negotiated plan

### **TELECAST PLAN**

List of commercials set for broadcasting indicating time and/or programs for a specified period as decide by the broadcasting organisation.

### **LOG SHEET**

A report generated by broadcasting device (Computer or other devices) indicating date, time and duration of broadcasted video/movie clippings.



## The Processes

### System Administration

Employee Registration

### Production & Planning

Program Registration  
Setup Fixed Point Chart  
Program Telecast Schedule  
Report – PTS (Program Telecast Schedule)  
Initiate Commercial

### Business & Commercials

Initiating Agency Registration  
Advertiser Registration  
Register Brand  
Commercial Registration  
Release Order Acceptance | Detail (Telecast Plan)  
Manage Telecast Plan – (Release Order)  
RO Change Request  
Manage Telecast Log  
Prepare Invoice  
Report – Telecast Order  
Telecast Report [From RO]  
Monthly Revenue Analysis

### Spot Retrieval Process

**(A process to retrieve commercials from Log-sheet by using tools Telecast Log Analyzer and upload the telecast record to AD-SALES sever.)**



## Thumb Rules For Log-Sheet

When a video/movie (program or advertisement commercial) clip is copied in the broadcasting device (computer server) the following pattern need to be followed:

Specific separate folders are to be assigned for both general programs and advertisement commercials respectively at the time of execution for the purpose of broadcasting, as result which will reflect in the Telecast Log Sheet.

In case of general program, while naming the video/movie clip (MPEG/AVI) file, type “\_TCPI[program id]” in the primary name along with the original name of the video/movie clip file. The program id will be available at the time of program registration.

Example: **If the original file name is “akanksha.mpg”, then rename it to “akanksha\_TCPIP0802001.mpg”**

In case of advertisement commercial, while naming the video/movie clip (MPEG/AVI) file, type “\_TCMI[commercial id]” in the primary name along with the original name of the video/movie clip file. The commercial id will be available at the time of commercial registration.

Example: **If the original file name is “crocin 10 sec.mpg”, then rename it to “crocin 10 sec \_TCMIM0810001.mpg”**

Please avoid to use special character like ‘ (single quote), ” (double quote), comma, : (colon), ; (semi-colon) etc.

Otherwise the Software ‘Telecast Log Analyzer’ may not work properly to retrieve commercial spot entries from Server Log Sheet



## System Requirements

- **SERVER FOR DATABASE**
- **SQL SERVER 2000 (MAPPED TO STATIC IP)**
- **.NET 2.0 FRAMEWORK**
- **ANY COMPUTER THAT SUPPORT INTERNET BROWSER TO ACCESS THE BUSINESS SYSTEM FROM USER END**
- **STABLE INTERNET CONNECTION**



**Processes:**

**Following sections describes the functions involved with AD-SALES Business Process.**



## Employee Registration

**By this processes any person appointed in the organisation needs to be registered as employee through this employee registration module.**

### New Employee Registration

Enter into the module by clicking Employee Registration option from Business Panel. Fill-up the employee code or ID according to the organisation strategy.

Do fill the other information related to the employee and click Save button to save the input record.

### Edit Employee Information

Click Display button and list of existing employees will appear.  
Select the employee you intend to edit.  
Change the data you need to edit.  
Click Save button to save the changes made.

***Click Reset Button to initialise the process.***



## Program Registration

By this processes any new program to be broadcasted through the channel needs to be registered as Registered Program this program registration module.

**Note: The program id will be generated by the system automatically.**

## New Program Registration

Click Program Registration in the Business Panel.

Click Reset Button to initialise all information if were already working in the system.

Program Name:  
Type program name

Channel:  
Select the channel from the combo through which the program will be broadcasted.

Duration:  
Enter the duration of the program in terms of Minutes and Seconds in the proper field as indicated. First Field is for minute and second is for second.

Click Save button to save the input data.

In case of new program the Program ID will be generated automatically.

## Edit Existing Program

Click Display Button and list of existing program will appear in the section given for display.

Select the entry representing the program from the list and after selection the Update Button will be in active mode.

Change the data you intend to edit and click Save button to save the information.

## Important:

**After registration of new program, immediately inform the server (telecast) department with program id. The program id is required in naming the video/movie file to insert the TCPI<program id> and which is important to reflect in Server Telecast Log Sheet.**



## Fixed Point Chart

By using this process Programs are allocated in different time slot for a particular day of week for a particular channel to be used as reference schedule for a particular date based on the reference day as set in Fixed Point Chart.

## New Program Allocation

Channel:

Select channel through which the program will be telecasted.

Day of Week:

Select the day of week on which day the program will be telecasted.

Select Slot:

Select the slot to represent the time of telecast.

Program:

Select the program to be telecasted.

Click Add New button to insert a new entry.

## Edit 'Fixed Program Chart'

Click Display button and list of entry will be appeared.

Select the entry to be changed. On selection of entry Update button will be activated.

Click Update button to save the changes made.



## Program Telecast Schedule

**Through this process the Schedule of program is set for a particular date based on day of week for the selected date according to the Fixed Point Chart.**

Channel:

Select the channel for which the telecast schedule is set.

Telecast Date:

Select the date of telecast on which day, selected programs are to be telecasted.

Click 'Generated Program Telecast Schedule' button to generate the Program Telecast Schedule for the selected telecast date and channel.

Example:

Suppose the PTS (Program Telecast Schedule) is being prepared for the date February 15, 2008. The system will derive the day of week from the date mentioned, which is Friday and will prepare the PTS based on the Friday schedule as set in the FPC (Fixed Point Chart)

### **To make specific changes in Program Telecast Schedule without affecting FPC (Fixed Point Chart).**

Select Channel & Telecast Date

Click Display button to display the Telecast Schedule for that particular date and channel. (Entries will be displayed if PTS is already generated for that date.)

Select the entry from the list.

On the basis of entry selected, the other information of that entry will be appeared for edit purpose blocking the Channel & Telecast Date option and Update button will be activated.

Slot:

Select the time slot for which you intend to change the program for that particular date.

Program:

Select the program from the registered program list.

Program Detail:

To specify additional information related to the program.

Order No.:

Type the reference no. of the order issued related to changes of the program.

Click Update button to save the changes.

Use Reset button to initialise the process.



## Initiate Commercial

**Initiate Commercial is a verification process in the Business Process Workflow to be performed by Production Division (Telecast Section), which will be executed after the Commercial Registration Process and against the intimation by Sales Department on receiving the Commercial ID.**

**Allotment of Tape ID and Tape Segment ID signify the storage process of the movie/video clip as well as confirmation of Telecast Division regarding the telecast process of the commercial.**

### Select Initiate Commercial from Business Panel

Commercial ID:

Type Commercial ID provided by the Sales Division after registration of Commercial.

Click Edit button

The commercial name will appear.

Tape ID:

Type the Tape ID or equivalent storage space ID where the video/movie clip is stored.

Tape Segment ID:

Type the segment id to indicate the exact storage location.

TCR Start:

Type the Start time of the commercial (applicable in case of Tape Storage only).

TCR End:

Type the End time of the commercial (applicable in case of Tape Storage only)

Click Save button to save the information.



## Initiating Agency Registration

**By this processes any organisation act as Agency and handles Advertiser Account on behalf of the Advertiser will be registered.**

### New Initiating Agency Registration

Enter into the module by clicking Initiating Agency Registration option from Business Panel.

Do fill the other information related to the Initiating Agency and click Save button to save the input record.

In case of New Initiating Agency Registration, the Agency ID will be generated by the system automatically.

### Edit Employee Information

Click Display button and list of existing Agencies will appear.  
Select the Agency you intend to edit.  
Change the data you need to edit.  
Click Save button to save the changes made.

***Click Reset Button to initialise the process.***



## Advertiser Registration

**By this processes organisations who deliver their commercial to the Broadcasting Organisation through Agency are registered and known as Advertiser.**

### New Advertiser Registration

Enter into the module by clicking Advertiser Registration option from Business Panel.

Do fill the other information related to the Advertiser and click Save button to save the input record.

In case of New Advertiser Registration, the Advertiser ID will be generated by the system automatically.

### Edit Advertiser Information

Click Display button and list of existing Advertisers will appear.

Select the Advertiser/Client you intend to edit.

Change the data you need to edit.

Click Save button to save the changes made.

***Click Reset Button to initialise the process.***



## Brand Registration

### Register the Brand of the Commercial provided by the Advertiser through Initiating Agency.

Select Brand Registration Option from Business Panel.

#### Add New Brand

Select Option Add Brand

Select the Client (Advertiser) from the list whose Brand is being registered.

Type the Name of the Brand in Brand Name section.

Click Save button to add the new brand.

#### Edit Existing Brand

(You can edit the Brand Name only)

Select Edit Brand Option

On Selection of Edit Brand option the [Go] button will be activated.

Select the Client (Advertiser) from the list and click Go button.

As one client may have more than one brand, so all existing brands of the client will be populated in the Brand Id combo.

Select the Brand you intend to edit.

Edit the Brand Name

Click Save button to save.

***Click Reset Button to initialise the process.***



## Commercial Registration

**This process is used to register the Commercial video/movie clip delivered by the Client (Advertiser) through Initiating Agency.**

Select Commercial Registration from Business Panel

### Add New Commercial

Client: Select Client whose commercial is being registered.

Agency: Select the Initiating Agency

Type Caption: Type Name of the commercial as Caption of Commercial

Duration: Enter the duration of commercial in the space provided.

Brand: Select Brand from which the commercial belongs.

Description: Type related additional detail required to record

Click Save button to save the commercial

The commercial id will be generated by the system automatically.

### Edit Existing Commercial

Click Display button and list of existing commercials will appear.

Select the particular commercial from the list you intend to edit. On selection of commercial the Update button will be activated automatically.

Make the changes you require to edit.

Click Update button to save the changes.

***Click Reset Button to initialise the process.***

**Note:** After registration of commercial, deliver the physical media where the commercial is stored along with the commercial id to telecast department. This commercial id to be placed in the commercial video/movie clip file name as TCPI<commercial id> and needs to appear in Telecast Log Sheet from server.



## Release Order Acceptance

**Release Order is a document provided by the Agency on behalf of the Advertiser or by the Advertiser directly. This process is an acknowledgment process on behalf of the Broadcasting organisation.**

Select Release Order Acceptance from the Business panel.

Region: Select the originating region of the Release Order.

RO Acceptance #: The RO Acceptance No. will be generated automatically.

Advertiser RO ref. #: The Order No. mentioned by the Advertiser.

Acceptance Date: Select the acceptance date of RO.

Client: Select the Advertiser whose RO is being acknowledged.

Agency: Select the Agency, who is operating the RO.

Remarks: Any addition information required to store the RO.

Click Save button to save the Release Order Information.



## Release Order Detail

**This process is the second part of RO which contains the telecast plan intended by the advertiser to be telecasted through the Channel.**

Select the Release Order Detail from Business Panel.

Select RO: Select the RO no. under which the telecast detail to be saved.

Channel: Select the channel through which the commercial to be aired.

Telecast Date: Set the telecast date.

Commercial: Select the commercial to be broadcasted.

Slot: Select the time band to telecast the commercial.

Segment: Select the segment to indicate the break point.

Program: Select the program

Cost: Enter the Rate of Spot for that particular slot.

Click Display Button to display the list of spot booked under that Release Order.

***Click Reset Button to initialise the process.***



**RO Change Request:**

**The RO Change Request is issued by Advertisers of Agencies on behalf of the Advertiser, if any change of telecast plan is required by the advertiser.**

**If changes requested by Advertiser are viable, it is accepted and the subsequent effects are implemented by this process.**

Select the RO Change Request from the Business Panel.

Select the Original RO by using the search method provided.  
Enter ROCR (RO Change Request Ref. No. issued by Advertiser)  
Select the Telecast Date on which the changes are required.  
On click Proceed Button the telecast detail will appear in the list.

Select the telecast entries on which changes are required by clicking the check box and set proper changes requested.

Enter the no. in the validation box as confirmation and click Confirm button to save changes.

***Click Reset Button to initialise the process***

.



## Manage Telecast Plan - RO

**This process is basically a tool to facilitate the RO (Release Order) booking operation by replicating the Telecast Plan to specific date and over a certain period.**

Select Manage Telecast Plan from Business Plan.

Select RO by using the search option.

Set the telecast date and click Proceed button.

The telecast plan will be displayed in the box.

Select the spot entries you need to replicate to another date by clicking the check box.

Set the Target Date on which date the plan need to be copied.

Click Confirm button to save the effect.



## Prepare Invoice

**This process will take effect after uploading of Telecast Log in the system.**

Select Prepare Invoice from Business Panel.

Enter Year (Example: 2008)

Enter Month (Example: 01 for January)

Click the button.

The list of Invoices as well as Telecast Certificates prepared or to be prepared will appear in the list.

Select the entry by clicking the check box.

Fill-up the Information in the lower section and click Save Invoice Button to save the entry.

Invoices which are prepared will be indicated by the Invoice no. in the list appeared on the screen.

Click Print Invoice to take the print out of the Invoice.

Click Telecast Certificate Button to take the print out of Telecast Certificate.

