

The new, automated way to book and process your TV schedules

The traditional media landscape is rapidly evolving and you need a foolproof and intelligent platform to ensure the optimal performance of all your saleshouse schedules. Spot Dashboard delivers this critical workflow automation, combined with real-time intelligent metrics and data, improving accountability and reporting, whilst removing many of the typical overheads associated with traditional TV spot buying.



AUTOMATED WORKFLOWS THAT SAVE TIME & INCREASE EFFICIENCY

- Book and amend saleshouse schedules automatically, saving considerable time and admin resources
- Easily monitor all spot, program and station changes within your schedules across every campaign and every client



INTELLIGENT METRICS FOR DATA DRIVEN DECISIONS

- Track your campaign ratings and quality metrics in real-time and plot the performance of schedules in a fully automated dashboard
- Set rules to easily identify and track any spot movement



EASILY ACCESSIBLE IN ONE CENTRAL PLACE

- Schedules are stored by Mediaocean reducing any IT overheads and headaches
- Access your historical schedules and view all schedule iterations from first to last



SpectraMX

Spot Dashboard

Real-time, intelligent metrics delivered right to the dashboard

The screenshot shows the Sky Spot Dashboard interface. On the left, there are three summary cards: 'Schedules Received' (16 days, 26 Jan 14:41 -> 28 Jan 14:45), 'Burst TVR' (was 4.08, now 4.46, +9.31%), and 'CVE % Eq TVR' (was 94.50, now 93.21, -1.29%). On the right, a 'Burst TVR' table is displayed with columns for 'was TVR', 'now TVR', '+/-', and '+/-%'. The table lists various SKY channels and their performance metrics.

	was TVR	now TVR	+/-	+/- %
SKYMEDIA				
ABC1 Men	4.08	4.46	0.38	9.31
SKY	3.83	4.05	0.22	5.74
SKYSP1	0.20	0.19	-0.01	-5.00
SKYSP2	0.48	0.45	-0.03	-6.25
SKYSP3	0.03	0.03		
SKYSPF1	0.02	0.02		
SKYSPNHQ	2.77	2.99	0.22	7.94
SKYSP4	0.08	0.12	0.04	50.00
SKYSP5	0.25	0.25		
SKYMP	0.25	0.41	0.16	64.00
EXSPORTS	0.04	0.04		
RACES	0.21	0.37	0.16	76.19

- ▶ Drill into key schedule metrics to view a full breakdown of changes
- ▶ Receive alerts on the last schedule received
- ▶ Run real-time reports in one click

The screenshot shows a detailed view of the Spot Dashboard. It features a list of schedule items with columns for client name, date, ID, status (e.g., 'Booked', 'Reviewed'), and duration. A traffic light indicator (red, yellow, green) is used to highlight items that require immediate attention. On the right, a '29 Jan' summary card shows '10:45 Sky - Booked' and lists several reviewed items with their respective dates and durations.

- ▶ View your schedule history and activity timeline in one place
- ▶ Customise which clients and campaigns you would like to see
- ▶ Traffic light indicators highlight any immediate actions you may need to take