



# Commercial Minutes Monitoring Case Study

The Commercial Minutes Monitor is a component of the iBroadcast Compliance Monitoring suite. It enables broadcasters to check in real-time whether they are at risk of a commercial minutes breach in the current 60 minutes period and up to 4 hours in advance. It also provides the capability to look back in time, to view any previous breaches.

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# Commercial Minutes Monitoring

## Background

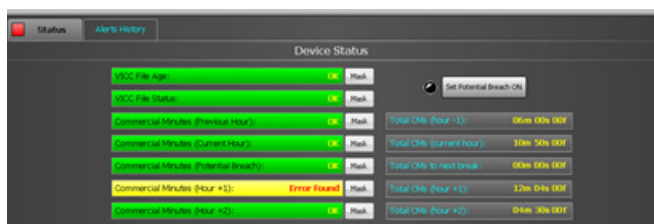
Our client, a major UK satellite broadcaster, was looking to measure and improve their compliance with a regulatory restriction. The restriction was on the amount of advertising a broadcaster is allowed to show on its channels, in line with the UK regulator's (Ofcom) code on the scheduling, the amount of advertising (COSTA), and the European Audiovisual Media Services (AVMS) directive. The directives establish the need to protect the interests of consumers as television viewers by ensuring they are not exposed to excessive amounts of advertising which could be detrimental to the viewing experience.

## The Solution

Our approach was to utilise the strengths of iBroadcast as a data aggregation and analysis platform to perform the Commercial Minutes monitoring. We provided a dedicated application that could be plugged in to the iBroadcast product stack to provide the following:-

- Visual alerts for previous, current or future commercial minutage breach via the iBroadcast consolidated user interface
- Automatic notification of breaches via SMS and email, subject to configurable escalation rules
- Cumulative totals for all commercial minutes, in the available schedules
- Full and comprehensive audit trail for previous or current breaches through the iBroadcast user interface
- Notification of missing or invalid schedules

Last minutes changes to the schedule are received and automatically processed handled by the application, ensuring that the checks and results are totally accurate.



Device Status	
SDC File Age	OK
SDC File Status	OK
Commercial Minutes (Previous Hour)	OK
Commercial Minutes (Current Hour)	OK
Commercial Minutes (Potential Breach)	OK
Commercial Minutes (Hour +1)	Error Breach
Commercial Minutes (Hour +2)	OK

Item	Status	Total CMs	Limit
Total CMs (hour -1)	OK	00m 00s 00f	00m 00s 00f
Total CMs (Current Hour)	OK	00m 00s 00f	00m 00s 00f
Total CMs to next hour	OK	00m 00s 00f	00m 00s 00f
Total CMs (hour +1)	Error Breach	02m 04s 00f	00m 00s 00f
Total CMs (hour +2)	OK	00m 00s 00f	00m 00s 00f

The audit trail provides a detailed history of all alerts and can be viewed at any time, providing a permanent record of performance against the commercial minutage directives.

## The Results

The Commercial Minutes Monitor began to deliver benefits from the moment it went live. Our client has not experienced a single commercial minutage breach, and now has much greater visibility of their compliance performance. This has resulted in significant financial savings and a return on investment (ROI) of 6-8 weeks.

## Conclusion

The success of the Commercial Minutes Monitor and the wider compliance monitoring capabilities of iBroadcast demonstrate the numerous ways iBroadcast can add real value to your business and the tangible benefits it delivers.

## About iBroadcast

iBroadcast is a flexible, comprehensive, scalable, end-to-end, multi-vendor Network Management System (NMS) available and is capable of monitoring and controlling your entire broadcast platform. This enables your operations teams to take timely, decisive action in response to issues that may affect service uptime. Across studios, MCRs, playout systems, glue, headends, uplinks, terrestrial transmitters, IT infrastructure, building management systems, etc. and many other third-party applications, iBroadcast is designed to be your single, consolidated, real-time operational dashboard, and is trusted by the world's leading broadcasters.

## Further Information

For further information relating to this case study or iBroadcast, please contact:-

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