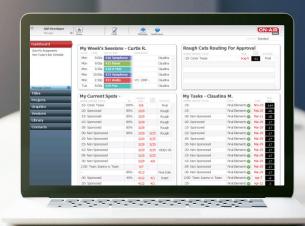# thought development

ON-AIR PRO

SYSTEM OVERVIEW

ON-AIR Pro™ is a modular workflow system built exclusively for entertainment marketing to flexibly manage the complete on-air promotion process.

MODULE — TITLES

Track program titles along with all episodic information, such as production data, licensing terms, talent participation, rights managment, storylines, ratings and other details.

MODULE — PROJECTS

Track the entire promo production process in real time. Set and track due dates, create scripts/rough cuts, store EDLs, generate music cue reports, auto-generate logs with time-code for masters, sub-masters and compilation feeds, and manage approvals and assignments.

MODULE — LIBRARY

Automatically track each media element as it moves through the production process with ON-Air Pro™'s built-in barcode labeling and reading capabilities. Logs for promo tapes are automatically built from the PROJECTS module.

MODULE — SESSIONS

Build daily and weekly session schedules and assignment sheets, either manually or from an unlimited number of user-defined templates. Promos or graphics orders can be selected from the PROJECTS module and assigned to the workload for a given session.

MODULE — GRAPHICS

Manage your on-air department's graphics. Track work orders, completion and approval dates, and artist information with links to the PROJECTS module. Store graphic elements and key frames within the ON-AIR Pro™ system for easy access and viewing.

MODULE — CONTACTS

Stores all users of the system, all vendors, shipping locations, clients and any other contact associated with on-air. Manage users, print labels, letters, and store addresses and phone numbers.

SUPPORTING PLUGINS

ON-Message™ ► Notifications via e-mail, SMS, and more.

ON-Air Graphics™ ► Creation of secondary events & promo projects.

ON-Script™ ► Script tracking and searching in each creative.

ON-Spot™ ► Linking of video assets to spot inventory with approval tracking.

ON-Slate™ ► Automated slate creation from existing spot info.

ON-Request™ ► Marketing request forms and processes.

ON-Budget™ ► Budgeting, cost tracking and financial reporting.

ON-Dub™ ► Dub-room orders and workflow management for duplication and shipping.

ON-Label™ ► Multimedia formats and quick label printing directly from Library.

ON-Web™ ► Web and mobile access to key functions.

ON-Air Planning™ ► Campaign planning with GRP targets and promo air logs within formats.

ON-Air Scheduling™ ► Program scheduling and promotion orders from schedule.

ON-AIR PRO™ PROMO WORKFLOW

EMPOWERING YOUR TEAM WITH ONE UNIFIED PROCESS

ON-AIR PRO

Work Order Entered into System

Creative Director Assigned

Producer Assigned

Editor Assigned

Budget & Costs Entered & Tracked

Initial Script Added to Project

Footage Digitized & Added to Project

THE CREATIVE PROCESS

Internal & External Creative Collaboration

Graphics, Music/VO Ordered & Approved

Editing of Spot by Producer & Editor

Project Time Logged

Delivered to Edit

Version Prepped & Posted for Review

Metadata to Media Asset Manager

Financial & Operational Reporting

Final Creative & Technical Approval

Finishing, Delivery & Traffic