



Broadcasting The Future

Subscribe Today - Broadcast Tomorrow

MBS is a comprehensive system for managing broadcast channels, based on 15 years of accumulated experience and knowledge in the area of TV broadcast management. This system is designed and built to enable users to benefit from a simplified or easy-to-use operation. The system can be quickly and easily implemented in the channel and also customized to the channel's specific needs.

MBS enables new channels to get up and running and on air in a very short time. This can also be achieved without the need for making a large capital investment in IT infrastructure or in a long-term implementation project.

Cloud Computing or Local Installation

For the first time in this industry, your organization can choose whether to invest in the dedicated IT infrastructure for your broadcast channel needs, or utilize a cloud-based system on demand without the need to invest in infrastructure. Our MBS system can be operated in either of the following configurations, according to your choice:

Cloud-based On-demand Service

In this model, the only requirements are a PC and internet connection. There is no installation in the broadcast channel; hence the channel does not need IT infrastructure (hardware & software & IT-specialized human resources) to operate the system.

On-premise

this is the classic model where the system is installed in the local IT infrastructure of the broadcast channel.



Main System Modules

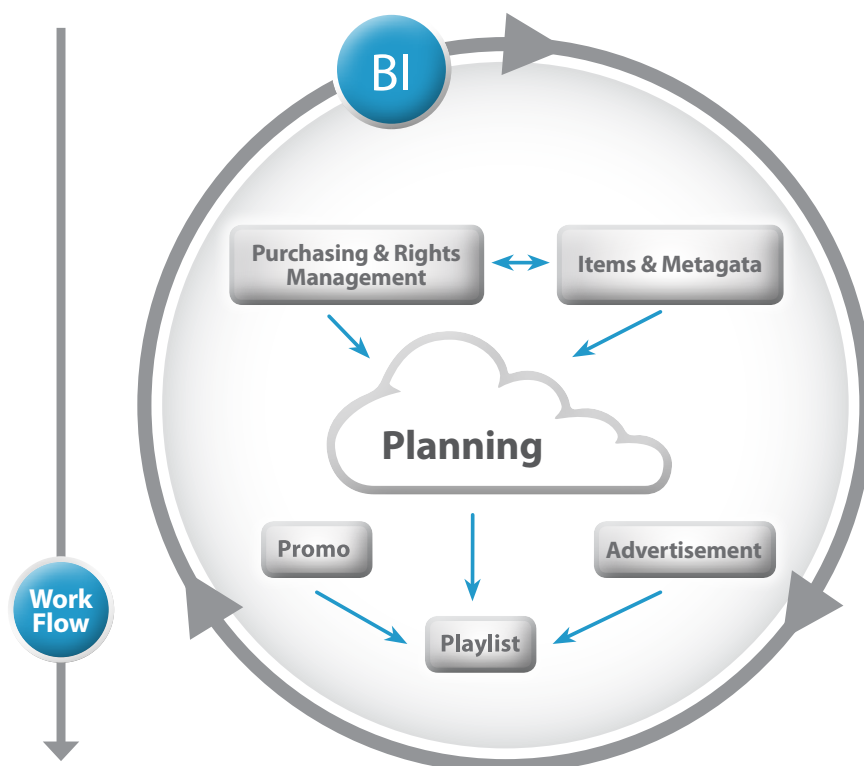
MBS system includes multiple modules that are customized for broadcast channels in different areas. These modules include:

- Contracts – purchasing and rights management
- Items including metadata
- Long-term planning and short-term playlists
- Linear and nonlinear scheduling
- Airtime sales module
- Promo management
- Workflow management
- Integration with playout machines & media asset management systems
- intelligence (BI)

Start Broadcasting

The MBS system was developed to serve the requirements of the broadcast channel. A simple-to-operate interface is intuitive and provides great operating efficiency and extendable with a system implementation that is feature-rich and highly customizable to fully meet the needs of the broadcast channel. In addition to these capabilities, the operation of the MBS system in the service-on-demand model allows the organization to start broadcasting immediately without the need to install complex IT infrastructure in the channel.

Main Data Flow Diagram



Business Values

Cost Efficiency

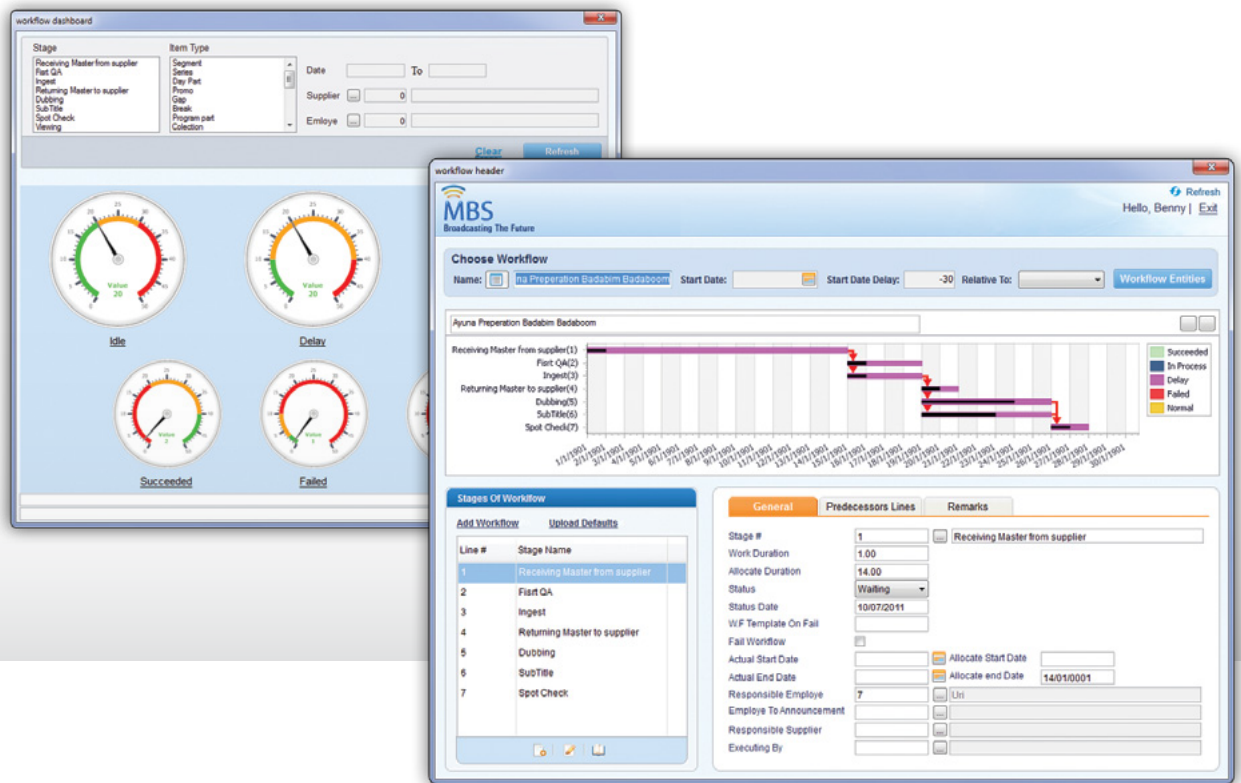
Costs are optimized through savings in IT infrastructure and high system flexibility

Time to Market

The product's high flexibility enables the broadcast channel to go on air within a very short time

Low Risk

MBS does not make you a captive customer. MBS can be replaced without incurring expensive abandonment costs



Advantages of Working with MBS in the Cloud

- Faster, easier, and more accurate broadcasting management
- No requirement for extensive investment in IT infrastructure
- Lean operation – no computer professionals are required for maintenance and support
- Low threshold
- Freedom to change management system suppliers at any time
- No requirement for a local physical installation
- Full backup for all your data
- Web-based 3-tier application
- High-level information security

Main System Advantages

- **Great flexibility to accommodate to unique customer needs**
- **New media support**
- **Multilingual**
- **Low customization costs**
- **BI capabilities**
- **Smartphone connectivity**

www.mbsaas.com

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