

## German Public Broadcaster Bayerischer Rundfunk opts for S4M

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Press release from: [S4M - Solutions for Media](#)

Solutions for Media implements companywide production planning system at BR

The German public broadcaster Bayerischer Rundfunk (translates “Bavarian Broadcasting Company”) searched for a new flexible and integrated system that covers all production- and broadcast processes for radio and TV. The public broadcaster decided in favour of Solution for Media’s production planning system S4Production.

S4Production is a modular built software system that supports production processes from planning over production accompanying functions including progress monitoring to accounting. In doing so, for example all areas from production calculation over proposal preparation, pre planning, scheduling of personnel and technical resources to confirmations/activity entry are considered.

Via interfaces S4Production can be integrated in already existing infrastructures. That way software solutions like material- and human resource management or financial accounting systems can be included and it is possible to create an integrated over-all system. In close cooperation between Bayerischer Rundfunk and S4M the system will be adapted to the broadcaster’s requirements and completely integrated into the complex systems environment. This process includes not only the BR headquarters in Munich but also the divers BR studios and regional locations, for example in Nuremberg, Würzburg and Regensburg.

### Bayerischer Rundfunk

Bayerischer Rundfunk has its headquarters in Munich and is Bavaria’s public broadcaster since 1948. Today, the ARD founder member ist the fourth biggest broadcaster within the ARD. BR has got 5 own radio channels (Bayern 1, Bayern2Radio, Bayern 3, Bayern 4 Klassik und B5 aktuell), six additional DAB (Digital Audio Broadcasting) radio channels, an own TV program (Bayerisches Fernsehen) including teletext (Bayertext) and an educational TV channel (BR-alpha). Additionally, BR owns a 14,7 % share of the ARD joint program „Erstes Deutsches Fernsehen“ and is involved in the satellite programs 3sat, ARTE, KI.KA and PHOENIX as well as in ARD Digital and DeutschlandRadio.

### S4M - Solutions for Media

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### S4M – Solutions for Media

The Cologne based company S4M – Solutions for Media, a subsidiary of arvato systems and RTL Television, develops and distributes software solutions specialized on the broadcast- and newmedia industry. Today, S4M systems are used in 30 countries around the world. Whether commercial air time sales or video content management; whether program planning, rights licensing, ratings evaluation or production planning: S4M has got the solution. Furthermore, the S4M portfolio includes professional consulting services to pass along combined knowledge of media and IT to customers.

[You can find this press release here](#)