

S4M nominated for AIB Media Excellence Awards 2007

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

Airtime Sales System S4AdSales shortlisted as “Gear of the Year”

Cologne based systems and consulting company S4M – Solutions for Media has reached the final round of this year’s AIB Media Excellence Awards – with S4AdSales, a highly integrated cross-media sales system.

The Media Excellence Awards are assigned by the Association for International Broadcasting (AIB) for outstanding achievements in broadcasting and new media. And the nomination by itself is already an honour. Last year, AIB received almost 100 entries from more than 20 countries – broadcasters and other organizations in the international broadcasting sector. An independent international panel of judges currently peer-reviews the nominees’ applications. The winners 2007 will be announced at the end of November, during a gala dinner in London.

S4M’s S4AdSales system is a software solution that supports cross-media sales processes in real-time. Commercial airtime can be managed and placed with both flexibility and transparency. The system allows to attend to any number of customers around the world: in different languages and currencies, for as many stations, forms of advertising and types of media as available. Advertising agencies for their part have remote access to the booking system around the clock.

The high integration of S4AdSales offers crucial benefits. The “spot optimization engine” constitutes the core of the system. It makes sure that the available inventory is fully exploited at all times, all the while complying with legal guidelines and the customer’s specifications. Thus, commercials can be accurately placed according to the respective target groups, and TV companies benefit from efficient

planning and selling of airtime. Moreover, S4M succeeded in radically reducing the required time to transfer sales proposals into contracts – from several days to a few minutes.

S4M’s airtime sales system is used by private and public service broadcasters in Europe, Asia and North America.

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S4M – Solutions for Media GmbH

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](#)