

S4M Awarded By International AIB Jury

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Category: [IT, New Media & Software](#)

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

S4AdSales Software “Essential For Broadcasters”

An international jury awarded Solutions for Media’s Cross Media Sales System S4AdSales as “Highly Commended”. The award was given to S4M during the ceremony for AIB’s Media Excellence Awards 2007 in London.

In their statement regarding S4AdSales the judges say: “A very thorough implementation of ad-sales software that’s essential for broadcasters that need to ensure their revenues are generated faultlessly.”

The S4M team received the jury’s certificate during a celebratory gala dinner, hosted by Mishal Husain, one of the news anchors on BBC World. The Media Excellence Awards are assigned by the Association for International Broadcasting (AIB) for outstanding achievements in broadcasting and new media.

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. S4AdSales is used by private and public service broadcasters in Europe, Asia and North America.

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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](#)