



Building a strong Hispanic Network was vital when selecting their next generation of traffic system. With a network needing regional feeds and an interface to its new automation system, Telemundo set out to find a traffic system that would handle a series of new projects not found in legacy traffic systems.

Optimal Solutions, Inc analyzed the company's needs and presented a functional scope of development projects needed to satisfy its operations. Regional feeds and the ability to ripple commercialized spots throughout the country pending on programming content was OSI's immediate developmental goal.

With a strong co-development relationship, together Telemundo and OSI created new enhancements and new features throughout the system to add proficiencies and enhancements to the OSI-Traffic system.

#### Regional Feed Highlights

- Telemundo Programming can submit different programming schedules for each time zone (Eastern, Central, Mountain, and Pacific)
- Sales sell commercials according to the Eastern program schedule. Traffic enters the order accordingly. OSI automatically moves the spots (including copy) with the program on each log (as scheduled by Traffic). The system generates completely integrated yet separate log files for Louth. No manual changes or intervention required by Master Control.
- OSI allows Network Sales to sell and/or instruct commercial copy on by Region rather than nationally. Although not yet sold, its ability to do Regional Copy secured Telemundo a substantial increase in revenue (McDonalds).
- On-Air Promotions can submit a different schedule for each coast to accommodate any Programming Shuffles and/or Marketing Goals by Time Zone. OSI automatically moves promo spots with the log or permits these schedules to be completely different, depending on our need.

- Telemundo Corporate Traffic allows the department to support its users with trained (system, procedures, & business practices) personnel. Telemundo determines the hours of operation for technical support. This provides the company with experienced and trained backup for any emergency.

OSI – Notify Application allows Network and affiliated stations to share log files

- OSI allows Telemundo stations (O&O and licensed Affiliates) to feed off the Network.
- Network Programming, Promos, and Commercials are viewable to station.
- Network Programming requires Corporate Traffic to grant security permission to override, maximizing control of program schedules.