



SAP for Media

BROADCASTING: TACKLING THE BACK OFFICE WITH mySAP™ ERP

**The Solution That Offers Channel Management
for Broadcasters**

The mySAP™ ERP solution offers you back-office capability that parallels recent advances in television broadcast production and transmission. With mySAP ERP, your production data is visible to back-office systems to enable sophisticated planning and financial management that can help your company grow and remain competitive.

Advances and investments in digital production and transmission have had a dramatic influence on broadcasting in recent years. But changes in the industry go beyond creating and manipulating content. Today, television broadcasters and cable companies work in a constantly shifting business environment, with increasing numbers of channels, new audience habits, evolving advertising strategies, and heightened competition. To stay ahead, they need to streamline back-office processes and manage program costs and resources with greater speed and accuracy.

Back-office systems have lagged behind technological advances in content creation and distribution. Companies typically use a variety of older, fragmented systems to track finances and resources. Data sharing and business processes are often disjointed and inefficient.

As a result, many broadcasters – you may be among them – have limited visibility of program development and production expenses as well as disconnects between creative and business processes. Those disconnects hamper your ability to create new offerings and develop new channels. They impair your ability to control costs and resources. And they make business processes slow and expensive.

An Integrated Approach to Channel Management

The mySAP™ ERP solution, powered by the SAP NetWeaver™ platform, enables you to plan and control programming by integrating with your preferred scheduling application in an end-to-end channel management scenario.

With mySAP ERP you can have a transparent, accurate view of costs for specific days throughout the entire channel-management process, which includes rough cut, generic planning for a year's programs, program scheduling, program rights acquisition, production, and settlement following program transmission. You can monitor and manage the complete, end-to-end process using precise, up-to-date information about costs, budgets, and financial margins. And, you can perform in-depth analyses and simulations to support planning and decision making and to drive cost reductions and business process improvements.

These functions are seamlessly integrated with key business processes such as program rights acquisition, production, program inventory management, and rights management so the full range of program-related activities can be based on consistent, accurate data.

Overall, the solution gives you a clear view of costs for specific days at each point in the program life cycle, letting you operate with a solid understanding of budgets and financial margins for each program. To enhance ease of use, mySAP ERP can provide a custom program-scheduling cockpit that lets you visualize and process the program schedule according to your needs.

What It Means for the Business

With a truly digitized back office and integrated end-to-end administrative processes, you can manage channels and programming with increased efficiency and achieve benefits such as:

- Enhanced ability to control costs
- Increased transparency into finances and resources
- Improved program-planning decisions
- Faster planning cycles
- Program-purchase and production processes that are clearly tied to budget and program requirements
- Simple and effective internal settlement
- The ability to manage additional channels and pursue new programming opportunities without large increases in administrative costs

mySAP ERP draws on standard SAP® applications for sales and operations planning, sales and distribution, production planning, logistics, and controlling. Broadcasters that are already running SAP applications can take advantage of sophisticated, seamless channel management capabilities quickly, with very little additional investment or effort.

Getting Started

To learn more about how mySAP ERP can help your company, visit www.sap.com/media.