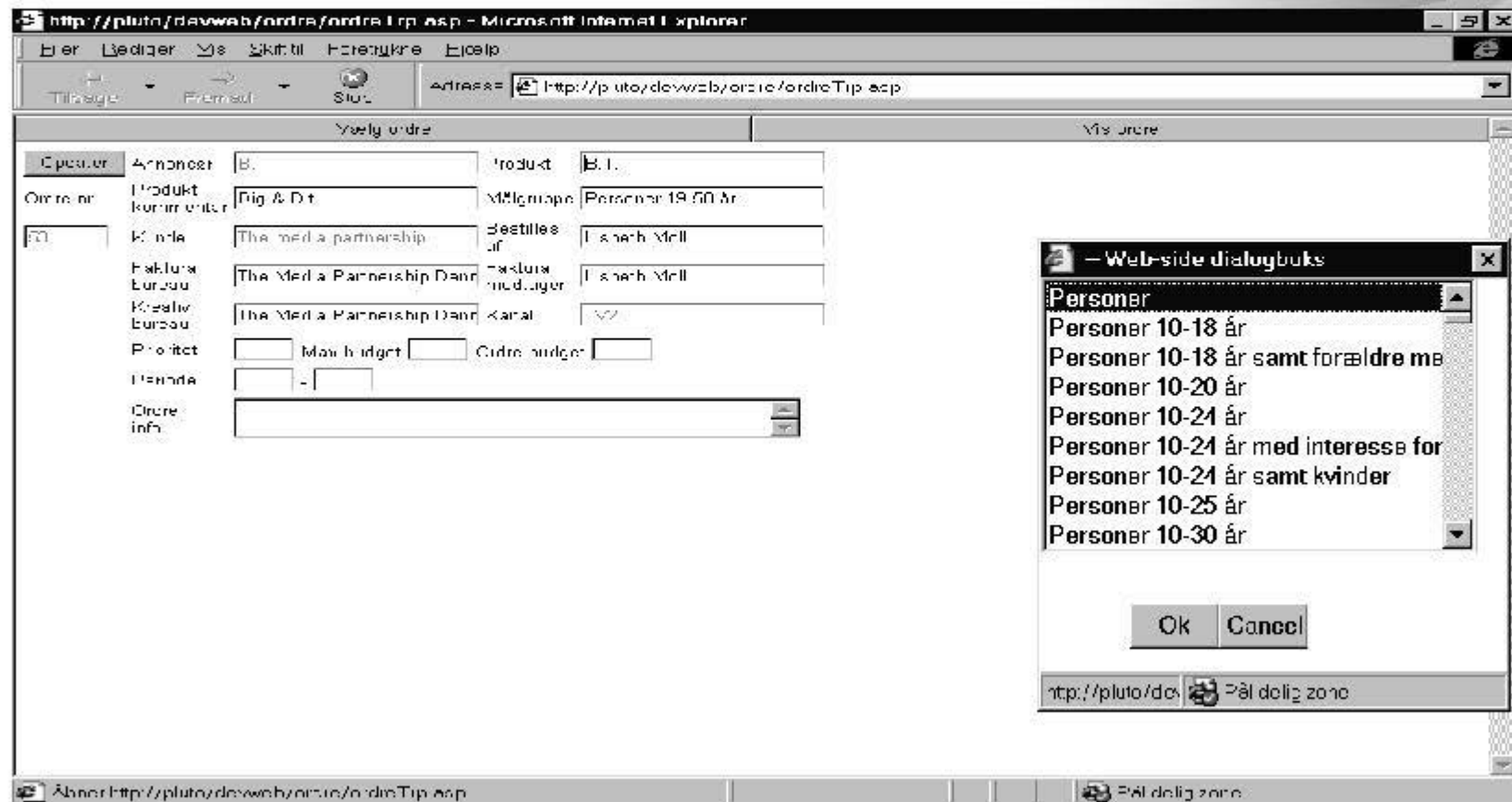


Some screenshots V



Some screenshots IV

B.T. #53 - Microsoft Internet Explorer

Ejer Bediger Vis Skift til Foretrukne Hjælp

Tilbage Fremad Stop Adresse <http://pluto/devweb/Ordre/xOrdre.asp>

[Hoved menu]

Vælg ordre | Vis uge | Vis spot | **Ordre** | Kampagneoversigt | Overfør Grp.

Opdeler	Annøser	B.T.	Produkt	B.T.	Sæson perioder				
	Produkt kommentar	Dig & Dit	Målgruppe	Personer 19-50 år	Fra	Til	Forventet	Medregn	
Ordre nr.	Kunde	The Media Partnership Denmark	Bestilles af	Lisbeth Moll					
	Faktura bureau	The Media Partnership Dem	Faktura modtager	Lisbeth Moll					
53	Kreativt bureau	The Media Partnership Dem	Kanal	TV2					
Prioritet	0	Max budget	1 698 000	Ordre budget	0	Periode	9910	9913	Søn
	<input type="checkbox"/> New business <input type="checkbox"/> Multi								
Ordre info	<div style="border: 1px solid black; height: 40px;"></div>								

(Der mangler 1 element) Åbner <http://pluto/devweb/Ordre/xOrdre.asp> Pålidelig zone

Some screenshots III

B.T. #53 - Microsoft Internet Explorer

Eiler Bediger Vis Skift til Foretrukne Hjælp

Adresse <http://pluto/devweb/Ordre/xOrdre.asp>

[Hoved menu]

Vælg ordre Vis uge Vis spot Ordre Kampagneoversigt Overfør Grp B.T. #53 - B.T. (Ordre Budget: 0)

Uge	1.698.000 Kr booket 1.697.194	Grp 466	849.806 Kr ønsk. 0	Grp ø 0	850.410 Kr vent 0	Grp y 0
9910	506.437	112	0	0	0	0
9911	497.616	111	0	0	0	0

Booket Igd. Spokode 1. Split Placering Bud

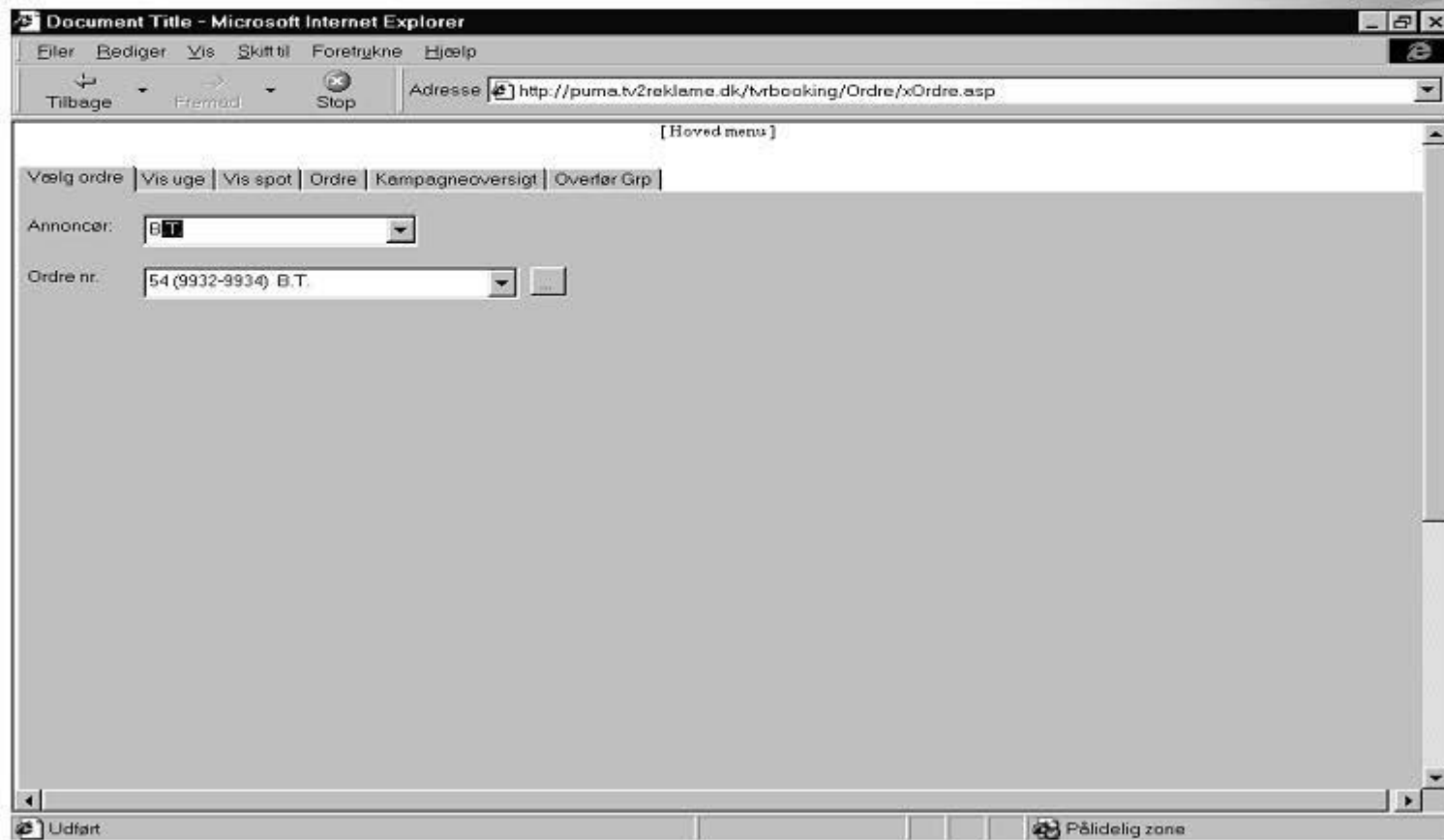
Uge 9910 Aktion Book/Slet spot

Måndag 08-03-99	Tirsdag 09-03-99	Onsdag 10-03-99	Torsdag 11-03-99	Fredag 12-03-99	Lørdag 13-03-99	Søndag 14-03-99
Grp 2 E-45%	Grp 2 E-45%	Grp 2 E-45%	Grp 2 E-45%	Grp 2 E-45%	Grp 1	Grp 0
06:40 Go' morgen	06:40 Go' morgen	06:40 Go' morgen	06:40 Go' morgen	06:40 Go' morgen	02:15 Puls	08:25 Vlo og Victor
Grp 3 E-10%	Grp 3 E-10%	Grp 3 E-10%	Grp 3 E-10%	Grp 3 E-10%	Grp 1	Grp 0
07:00 Nyhedeme og	07:00 Nyhedeme og	07:00 Nyhedeme og	07:00 Nyhedeme og	07:00 Nyhedeme og	02:40 Puls Magazinet	09:00 Snume Snups
Grp 3 E-10%	Grp 4 E-10%	Grp 4 E-10%	Grp 4 E-10%	Grp 3 E-10%	Grp 0	Grp 0
07:30 Nyhedeme og	07:30 Nyhedeme og	07:30 Nyhedeme og	07:30 Nyhedeme og	07:30 Nyhedeme og	08:25 Teletubbies	11:05 Spølbinder II -
Grp 4 E-10%	Grp 4 E-10%	Grp 3 E-10%	Grp 4 E-10%	Grp 4 E-10%	Grp 0	Grp 0
08:00 Nyhedeme og	08:00 Nyhedeme og	08:00 Nyhedeme og	08:00 Nyhedeme og	08:00 Nyhedeme og	08:50 Tegnefilm på	11:35 Familien
Grp 4 E-45%	Grp 4 E-45%	Grp 4 E-45%	Grp 4 E-45%	Grp 4 E-45%	Grp 0	Grp 2 E-10%
08:10 Go' morgen	08:10 Go' morgen	08:10 Go' morgen	08:10 Go' morgen	08:10 Go' morgen	09:10 Bymusen og	12:00 Go' søndag - klip
Grp 4 E-45%	Grp 4 E-45%	Grp 4 E-45%	Grp 4 E-45%	Grp 4 E-45%	Grp 0	Grp 2 E-10%
08:30 Nyhedeme og	08:30 Nyhedeme og	08:30 Nyhedeme og	08:30 Nyhedeme og	08:30 Nyhedeme og	09:35 Fjælsyn - med	13:10 En dag med
Grp 4 E-45%	Grp 4 E-45%	Grp 4 E-45%	Grp 4 E-45% L30	Grp 4 E-45%	Grp 0	Grp 2 E-10% L30
08:40 Go' morgen	08:40 Go' morgen	08:40 Go' morgen	08:40 Go' morgen	08:40 Go' morgen	10:00 Ghostbusters	14:05 Badminton: All
Grp 4 E-45%	Grp 4 E-45%	Grp 4 E-45%	Grp 3 E-45%	Grp 4 E-45% L30	Grp 0	Grp 4 E-10% V/I4
09:00 Nyhedeme og	09:00 Nyhedeme og	09:00 Nyhedeme og	09:00 Nyhedeme og	09:00 Nyhedeme og	10:25 Dum og	17:10 Beverly hills
Grp 3 E-45%	Grp 3 E-45%	Grp 3 E-45%	Grp 3 E-45%	Grp 3 E-45%	Grp 0	Grp 5 E-10% L30 V/I1
09:10 Go' morgen	09:10 Go' morgen	09:10 Go' morgen	09:10 Go' morgen	09:10 Go' morgen	10:50 Mesterbyen	18:00 Sport i 2eren
Grp 1 E-10%	Grp 1 E-10%	Grp 1 E-45%	Grp 1 E-10%	Grp 1 E-45%	Grp 0	Grp 5 E-10% L30 V/I1
15:00 Pacific Palsades	14:05 Dollars	13:20 Kørs	14:05 Dollars	13:40 KOKamok	11:15 Harry og	18:04 Venet

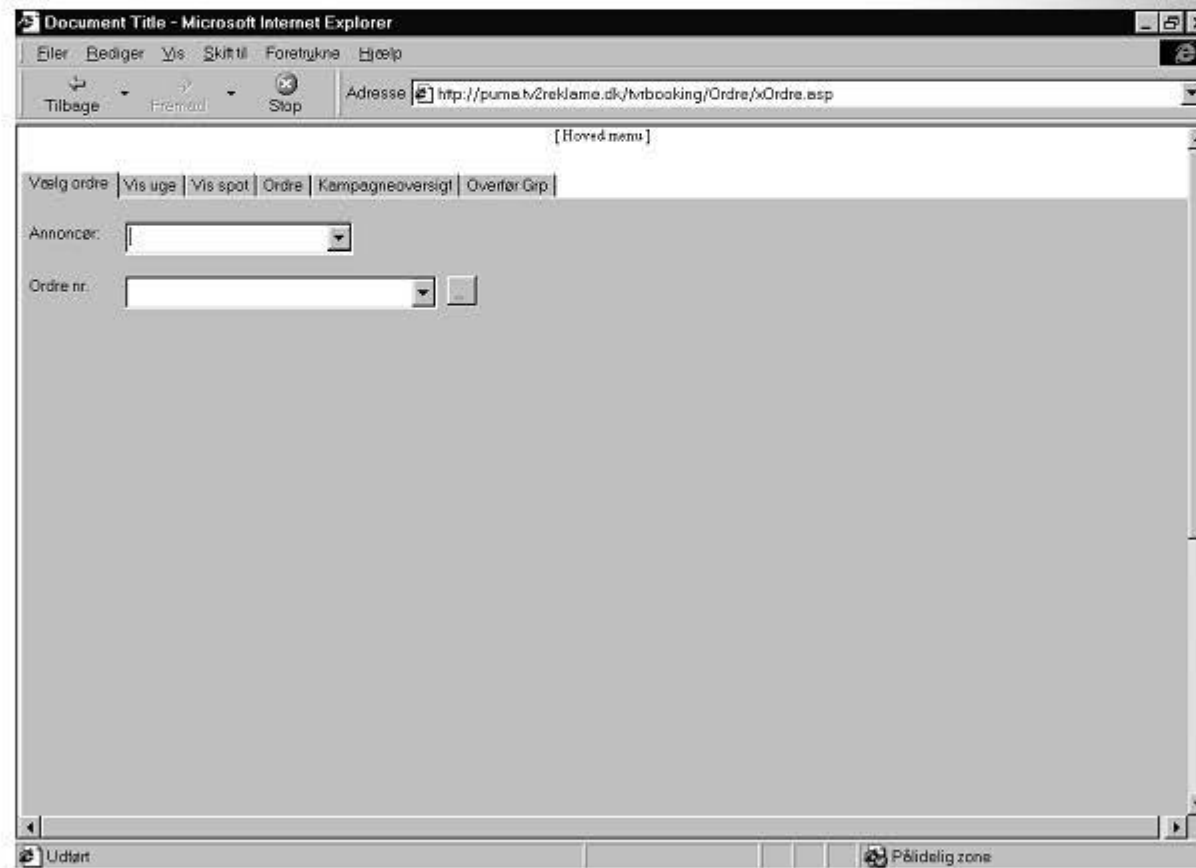
(Der mangler 1 element) Åbner <http://pluto/devweb/Ordre/xOrdre.asp>...

Påidelig zone

Some screenshots II



Some screenshots I



Security



- Leased lines
- NT domain check of users
- Password and ip check
- Logging of all activity

Technical



- Aprox. 50 in-house users
- 115 external users (from the ad-bureau's)
- Normal load at 50 concurrent users
- Able to handle more than 1 million transactions / day

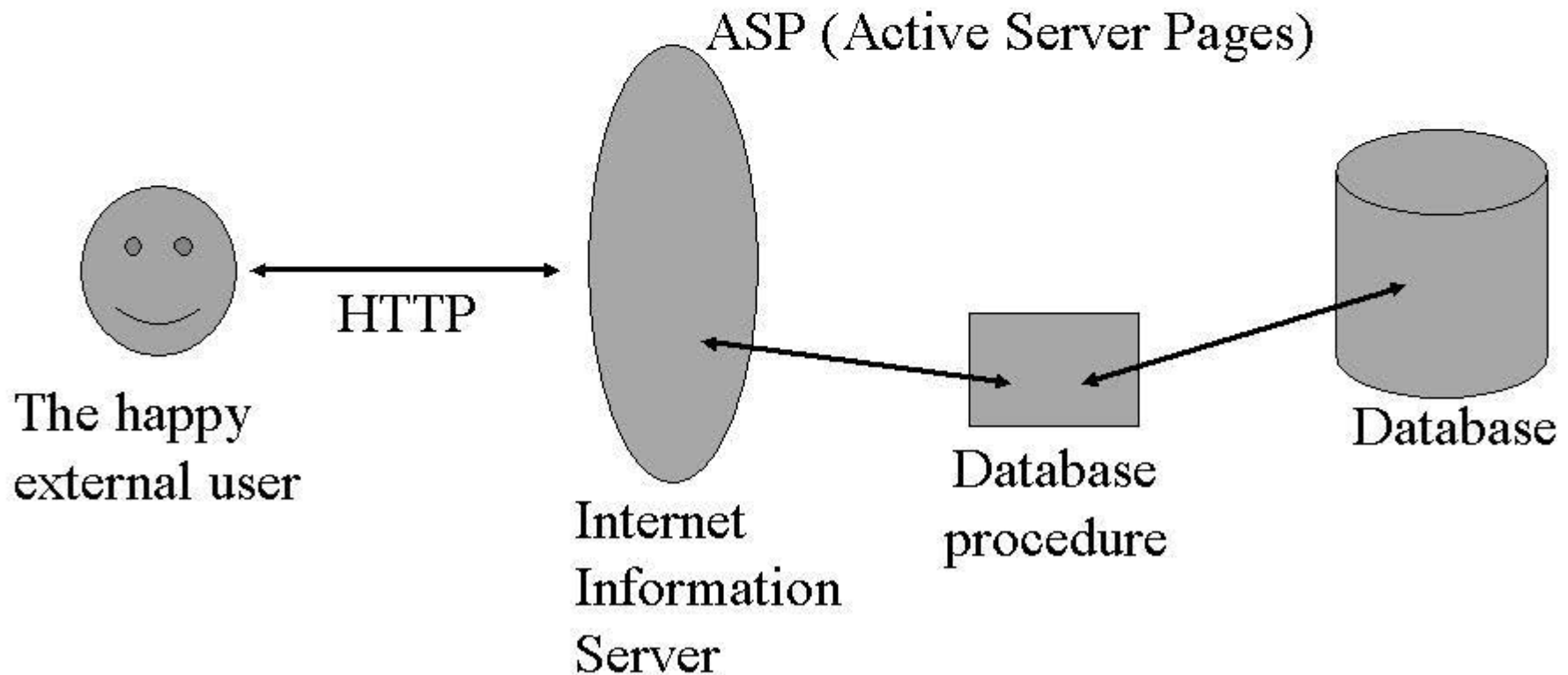
Reports



- Made in Microsoft Access
- Communication with the database via Stored Procedures
- Some Word and Excel reports using DAO
- Invoices generated in pdf-format
- Reports on the web in HTML. Web users can download in ASCII for local processing

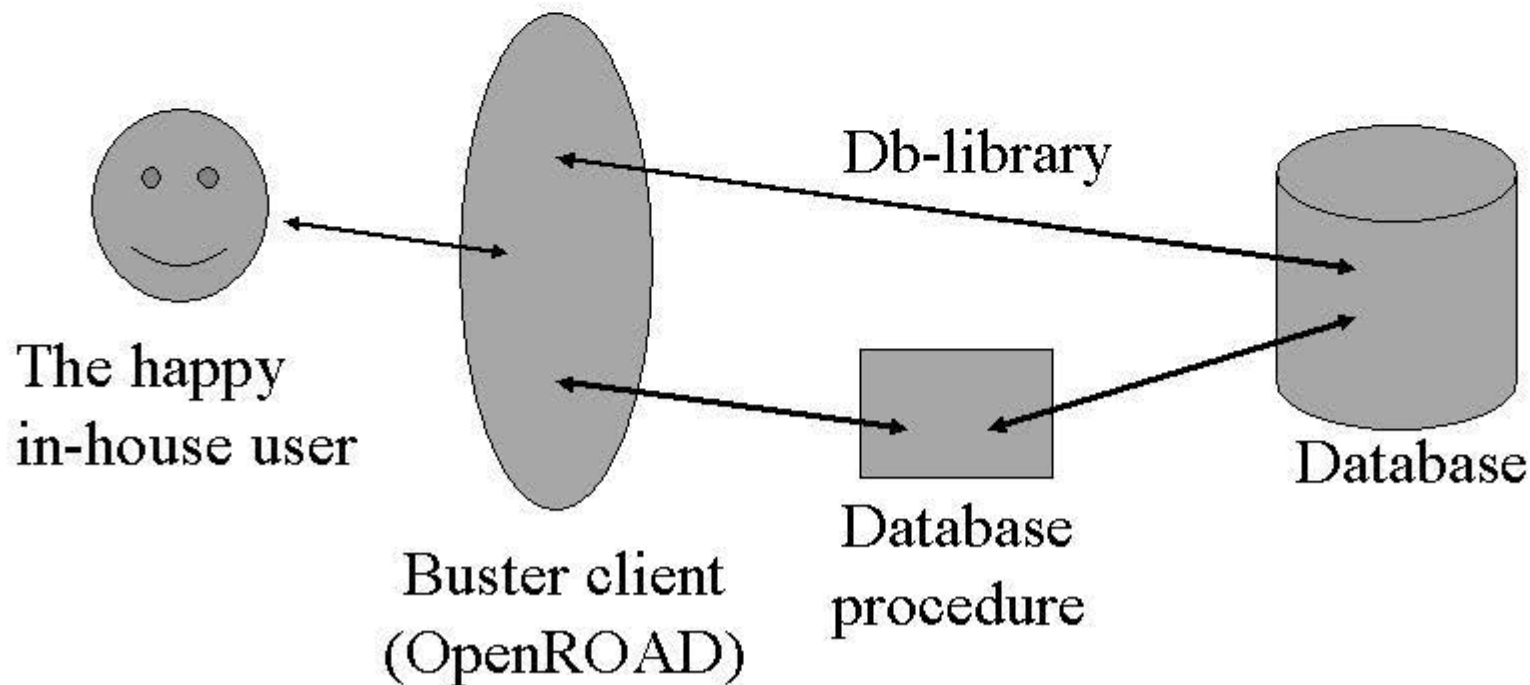
Architecture (3)

- Web client



Architecture (2)

- Windows client



Architecture



- Based on a relational database - Microsoft's SQL-Server 6.5 (will be ported to 7.0)
- Two clients
 - Windows client developed in CA's OpenROAD
 - Webclient designed for IE 4.01
- Heavy use of database tools - triggers and stored procedures

Functionality (2)



- Creating invoices
- Receiving payment
- Lot of economic statistics and reports

Functionality



- Rating blocks (estimated ratings)
- Creating orders (GRP- and TRP-sale)
- Placing the film on the spot
- Placing the spots in the block
- Creating play-list
- Receiving actual time and ratings for the blocks

The business

- Two types of air time sale GRP and TRP
- GRP: the customer buys a specific placement (Sunday Oct. First at 21:37)
- TRP: The customer buys a certain amount of viewers and TV 2 places the spots
- Other products - sponsorship, TTV, Internet (www.tv2.dk)

History (2)



- January 96 - Contract signed - project started
- November 96 - First delivery - Windows client
- August 98 - Web interface

History



- The old system was hard to maintain
- Not an open system - difficult to share information
- Too slow
- Expensive to maintain
- Difficult to change policies and implement new products

General



- Developed for TV 2/Denmark
- Developed by TietoEnator Technology A/S
- One of the greatest E-Business solutions in Europe
- Turnover via the Web more than 1 billion DKr/year
- Named Buster (the old system was Booster)

Air time sale system

TietoEnator

