Wedel Software
Media Information Systems

MediaSales Traffic Server

MediaSales Traffic Server is an add-on for MediaSales Traffic. It was created for rep-firms selling advertising for external stations.

MediaSales Traffic Server enables media sales companies to generate orders and schedules, and forward them as requests to clients without re-entering the orders.

MediaSales Traffic Server works as a Windows service that enables the client application to send and receive campaigns and other data from a remote location.

The remote stations can use the Traffic Client application in conjunction with MediaSales Traffic or as a standalone application.

The final schedules created on the client side can be returned automatically and reviewed on the server side.

Thin Client Architecture

MediaSales Traffic Server was designed to communicate with remote clients over low bandwidth data connections. Secure connections and data encryption ensure security of the data over Internet connections. MediaSales Traffic Server runs as a Windows service on the server.

Server Groups

The stations in MediaSales Traffic can be grouped on a login basis. This enables you to assign stations to users, or locations and station owners.

Campaign Distribution

While distributing campaigns to the clients, the groups of stations as used in the campaign are automatically selected.

Instructions

Media assignment instructions can be sent to change the assigned media files within the schedule, without needing to re-enter orders.

Media Files

Media files can be sent through MediaSales Traffic Server. When selecting a campaign for distribution, the media files used in that
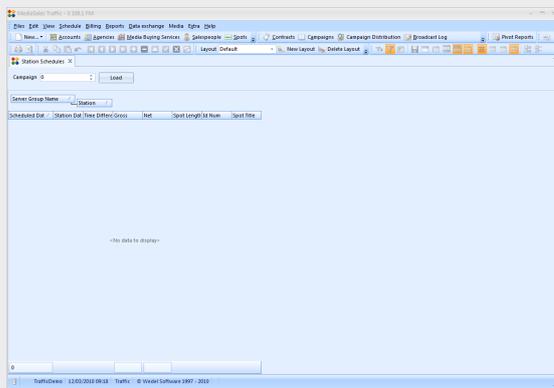
campaign for that station group(s) are automatically selected.

Verifying sent schedules

Schedules sent by the clients can be verified, and schedules can be checked automatically for errors and differences between the server and client side schedules.
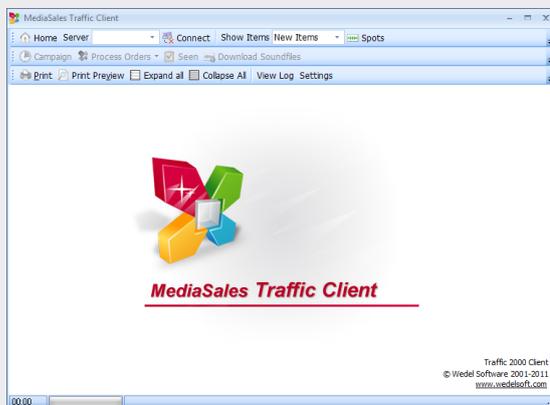

Traffic Client

The Traffic Client application allows end users to view received campaigns.

End users that use MediaSales Traffic can automatically process the orders. The schedules are sent back to the server immediately after they are processed in their local system.

Media Files sent from Traffic Server can be downloaded. Received campaigns can be printed.

History

All history of sent and received schedules is stored, so it is easy to keep track of changes in campaigns and the process by the clients.