

> SBS

Radio Commercial Insertion System for SBS

The Australian multicultural and multilingual radio **Special Broadcasting Services (SBS)** is upgrading its **Radio-Assist** system. Already equipped with over 250 workstations installed in 2000, **SBS** has confirmed its confidence in NETIA with the acquisition of new broadcasting workstations for regional advertising.

The **SBS** «Signal Splitting» project is designed to meet a radio marketing demand for different region-by-region commercial breaks in programmes broadcast nationwide in Australia.

The NETIA **Radio-Assist** range comprises different broadcast modules, each designed to accomplish a specific task. **SBS** has chosen **Air-Cartstack** and **Air-Playlist** for its special regional requirements.

The nationwide programme is broadcast via **Air-Cartstack**, a tool presenters find highly flexible because it allows them control over their broadcast at all times (database access, metadata display, automatic or manual mode, PFL mode, GPI run command, etc.).

The regional commercials are broadcast via **Air-Playlist**, the **Radio-Assist** automatic broadcast tool. The **Air-Playlist** workstation is configured to take the virtual GPI (General Purpose Interface) orders sent by the cartstack.

Air-Cartstack runs the regional commercial broadcasts automatically and mixes the sound lead-ins transparently.



So when one main programme is broadcast simultaneously to all regions, the commercial breaks specifically for each are automatically broadcast at local level. In this way, **SBS** brings its radio closer to local advertising markets.

This new **Air-Cartstack/Air-Playlist** unit by NETIA shows just how well the **Radio-Assist** tools mix and match. Each combination of modules provides each broadcaster with a whole raft of solutions.

