

# TRE Message Manager 2.0

## Advanced Messagecasting Management

### Invest With Confidence

At the heart of Broadcast Electronics' Messagecasting suite is The Radio Experience (TRE) Message Manager. TRE Message Manager is a collection of software and services designed to easily feed station branding, program information and even content-associated text ads and promotions.

Designed to manage all your radio station's messaging requirements, TRE Message Manager's integrated feature set is straightforward and easy to implement, allowing less time to be spent on system configuration and more on creating compelling, revenue enhancing content.

The modular architecture of TRE Message Manager allows for incredible flexibility and scalability. As your station's needs change and additional technology is developed, TRE Message Manager keeps up without the headaches traditionally associated with software upgrades.

TRE Message Manager interfaces directly with your station's automation system, accepting PAD output that provides basic Artist/Title information. Compatible with most major automation systems, Message Manager adapts to technology you've already invested in, saving you both time and money on potentially expensive and time consuming upgrades and technology training.

With continuous development of Messagecasting tools and add-ons, Broadcast Electronics is dedicated to helping you increase revenues. An investment in TRE today means even more revenue for you in the future. TRE Message Manager is the ultimate tool to power station branding, programming and promotional efforts; ready today and relevant tomorrow.

**Field Value**

GoAd™ Name:

Client Name:

Alternate ID (i.e. Markatron):

Linked EventID:

RDS Text:

HD Radio Text:

RDS PS Text:

Web Graphic:

Web URL:

Mobile:

Maximum Runs:

Currently Active? ☒

Deactivated Reason:

**GoAd Campaign Dates**

**Station Schedule Overview**

Start Date: This is an overview of the station's schedule. It breaks down into weekly and daily views for clarity. The scheduling grid automatically adjusts for visibility of all involved elements.

End Date:

**Sunday Monday Tuesday Wednesday Thursday Friday Saturday**

Schedule for Monday March 03rd 2008

Overnights	Mid-Day	Afternoon	Midnight
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23			
5 in a row station: 00			
		Drive Home: 16	
	Mid Day: 10		
	Morning Show: 05		
Overnights: 00			Nights: 19
	Request: 05		
The Rock: 00			
More music up next: 00			
com: Dr. Soda			
	com: Balcons and Stuff		
	com: McBurger		

### Key Features & Benefits

- Manages data for RDS, HD Radio™ Main or Secondary, or to the Web
- Custom sequencing of RadioText—the 64-character message display available on more sophisticated RDS receivers
- Improves Dynamic Program Service (PS) data for the eight-character display found on most RDS-equipped receivers
- Management of Title/Artist display Day-Parted messages can be displayed and/or interleaved along with Title/Artist data
- Message scheduling and dayparting allows you to cross-promote dayparts and recycle listeners
- Unique messages linked to audio provides custom revenue generating messages during commercials, specialty shows, new, contests and more
- Management and monitoring tools including centralized control for station clusters
- Modular architecture allows you to take advantage of add-ons without affecting the remainder of the system
- TRE's Interleaving process allows you to rotate advertiser and promotional messages along with Title and Artist

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**theradioexperience**



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### Enhanced Message Management Capability

With Message Manager 2.0, Broadcast Electronics takes concepts from music scheduling tools that you are familiar with and moves them into the data world. TRE Message Manager makes it easy for you to manage and track advertiser and promotional messages that run alongside audio commercials.

Our advanced web scheduling capabilities give you complete control of data content allowing you to interleave custom messages with artist/title information and automatically rotate PAD (Program Associated Data), near-PAD and non-PAD messages. Promoting your station has never been easier.

Message Manager scheduling tools are accessible over the Internet through your secure account on TRE's Data Center and allow you to create message schedules similar to the way you currently schedule music and commercials.

In addition to Messagecasting content, external data inputs can be merged with primary data from the audio program channels. Additional data add-ons are available, including Traffic, News Flash Pro and Tunefly, with many more on the way. The opportunities for TRE configuration are endless. TRE Message Manager gives your advertisers more ways to reach their customers and generate more revenue for you!

#### Message Inventory

##### Promo Messages

5 in a row station	Edit Message	mon	tue	wed	thu	fri	sat	sun
	Delete Message							
Drive Home	Edit Message	mon	tue	wed	thu	fri	sat	sun
	Delete Message							
Mid Day	Edit Message	mon	tue	wed	thu	fri	sat	sun
	Delete Message							
Morning Show	Edit Message	mon	tue	wed	thu	fri	sat	sun
	Delete Message							
New message	Edit Message	mon	tue	wed	thu	fri	sat	sun
	Delete Message							
Nights	Edit Message	mon	tue	wed	thu	fri	sat	sun
	Delete Message							
Overnights	Edit Message	mon	tue	wed	thu	fri	sat	sun
	Delete Message							
Request	Edit Message	mon	tue	wed	thu	fri	sat	sun
	Delete Message							

WBEI - The Radio Experience V2.7 Build 016

Artist: Blessid Union Of Souls  
Title: I Believe  
Album:  
Cut ID: ALT0013  
Duration: 00:04:23  
Time remaining: 00:04:20

Status: Ok

Timestamp = 3443156  
Sequence = 0  
Started = 1  
Loaded = 0

CRadioText: SendRadioTextRaw sending>TX:T=Now Playing I Believe by Blessid Union Of Souls  
HomeWebThread UpdateInfo Clear()  
HomeWebThread attempting to connect:  
http://www.ibds.net/cgi-bin/check.connection.cgi?CampaignID=000000&CallSign=WBEI&Frequency=101.7&Band=AM&City=Quincy&EventCategory=MUS&EventID=ALT0013&Duration=263000&Artist=Blessid+Union+Of+Souls&Title=I+Believe&Timestamp=03062008-095054  
HomeWebThread DownloadPage Returns: 0

Taking the next step is easy with Broadcast Electronics. Get in touch with your sales representative today to discuss solutions that will work for you and your station(s). To contact your BE sales representative, simply visit our website at [bdcst.com](http://bdcst.com) or call 217.224.9600 and learn more about what BE has to offer.

BE is the premier provider of mission-critical solutions for over-the-air and Internet radio. Our products encompass program generation, audio and data management, interfacility transport and analog and digital (HD Radio and DRM) transmission. They are used daily in more than 10,000 installations in nearly 100 countries.

For more than four decades, BE pioneering developments have set industry standards for innovation and reliability, while providing broadcasters with new options for operational productivity and income generation.

BE is headquartered in Quincy, IL, and is represented worldwide by a network of local representatives.

