

The only end-to-end solution for the complete content lifecycle from scheduling, crewing, asset management, billing, and accounts receivables.

To book a demo:



CASE STUDY

IOT BREAKFAST

Southern Cross Austereo is one of Australia's leading media companies. Reaching more than 95% of the Australian population, "SCA" owns and operates 99+ stations.

TRIP

How Southern Cross Austereo, "SCA" efficiently managed its media operations to reduce time spent "off-air."

BACKGROUND

Under its Triple M Network, SCA airs the National Rugby League (NRL), the Australian Football League (AFL), and Cricket Australian Coverage. Its radio coverage includes pre-game (15 mins - 2 hours), the live event, and post-game analysis (10 min - 1 hour). Football and Cricket broadcasts across SCA FM/AM stations and is streamed on its LiSTNR app.



CHALLENGE

The main challenge SCA faced in operating nearly a hundred stations was that they lacked a centralized way to manage programming. Due to the dynamic nature of sports programming, this lack of centralization was leading to an increased amount of time spent "off-air."



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NO CENTRALIZED SOLUTION

SCA lacked a documented schedule in a central location. The content operations team was solely relying on spreadsheets, word docs, and emails to schedule its programs.

LACK OF STRUCTURE

SCA lacked structure and transparency, with information often living in key stakeholder's heads, resulting in information that was often out-of-date.

MANUAL WORKFLOWS

With few automations in place, SCA relied on manual workflows that were disjointed and time consuming.

HIT GET that FEELING

12:00 AM - 01:00 AM	Get That Feeling	Hit Network 1	[TSV] Net 2	Networked	Clock
01:00 AM - 05:00 AM	Get That Feeling	Hit Network 1	[MEL] Net 2	Networked	Clock
05:00 AM - 06:00 AM	Get That Feeling	Sport 1	[ABX] Net 2	Networked	Clock
06:00 AM - 09:00 AM	Nick & Jules	Sport 1	[ABX] Net 2	Networked	Clock
09:00 AM - 12:00 PM	Get That Feeling with Chris Jarrold		[ABX] hit104.9	Local	Clock
12:00 PM - 03:00 PM	Get That Feeling with Harry Boucher	Hit Network 1	[TSV] Net 2	Networked	Clock
03:00 PM - 06:00 PM	Carrie and Tommy	Hit Network 1	[MEL] Net 2	Networked	Clock
06:00 PM - 07:00 PM	Hughesy, Ed & Erin	Hit Network 1	[SYD] Net 2	Networked	Clock
07:00 PM - 09:00 PM	Hot Nights with Abbie Chatfield	Hit Network 1	[SYD] Net 2	Networked	Clock
09:00 PM - 11:00 PM	Get That Feeling (Jimmy & Nath Replacement Show)	Hit Network 1	[SYD] Net 2	Networked	Clock
11:00 PM - 12:00 AM	Get That Feeling	Hit Network 1	[SYD] Net 2	Networked	Cloc

OBJECTIVE

SCA sought to implement a top-down, centralized solution that enabled data to be visible to key stakeholders across multiple departments. SCA wanted the ability to customize the solution with automation to increase efficiencies in workflows across its dispersed team. Additionally, SCA wanted the ability to filter information relevant to specific teams.

SOLUTION

Xytech's Media Operations Platform[™]

BENEFITS



Visibility into station scheduling and local stations to identify studios through a schedule



Automated notes and reports to key stakeholders on programs



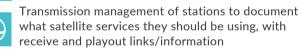
Decrease of "Off-Airs"

Personnel data that details which team members are associated with each program and the role they play in the workflow



Detailed data reports for executives and managers

Management of syndicated stations programming



RESULTS

hit104.9

In utilizing Xytech's Media Operations Platform, SCA was able to reduce the need for spreadsheets, word docs, and emails as the platform allowed SCA's Operations team to load show changes, create new work orders, generate reports and manage dispersed affiliate stations through a single platform.



INCREASED

- Efficiencies
- Visibility into workflows
- Centralization of information
- Communication
- Employee morale

DECREASED

- Time spent "off-air"
- Manual workflows
- Spreadsheets, emails, word docs
- Dynamic programming
- Operational bottlenecks

FUTURE PLAN

SCA believes they've just begun to scratch the surface of what Xytech's Media Operations Platform can deliver in optimizing its Media Operations.

Areas of Growth

- **Reporting:** through Xytech's data-rich reports executives will have greater visibility and control of programming
- Advertising: through the platform, SCA will have more precise metrics in both scheduling and air-time, driving its value proposition
- Local Programming: Programming and scheduling changes could be made on a national level, down

"Xytech allows me to think through the end, from the beginning."

-Brendan Englebrecht, Head of Operations, SCA





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