



# The SABC and Dalet

*South African Broadcasting Corporation breaks new ground in Radio Ad Management, Web, and Satellite TV*

The SABC is South Africa's national public broadcaster, "The Pulse of Africa's Creative Spirit". The rejuvenated line-up of the SABC national radio network, broadcasting in 11 languages, comprises 19 stations, which, combined, reach an average daily audience of almost 21 million. The implementation of a state-of-the-art radio installation includes over 170 workstations running Dalet applications.

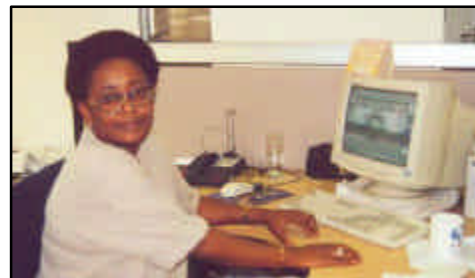
## News goes On Air Faster

Broadcast journalists have been using Dalet to produce audio news stories for over three years. As a result, the Current Affairs department is operating more and more like the Breakings News team – the material is fresher and ready to go.

The administrators and users have developed a strong trust in the system and a permanent training platform has been set up to continue bringing journalists up to speed. Theuns Nel, Manager of Broadcast Information Technology for Digital Radio, tells us, "I can really see the difference. Besides the tremendous savings on tape, the availability of the material around the country has really changed things. The product is extremely stable and I am very happy with it."

## Proactive Ad Sales at Radio Active

To control 7% of all advertising revenue in South Africa, the 33 people employees of Radio Active (RA) use TeamRevenue. Thanks to this solution, RA has gained in productivity and reactivity; it has



"TeamRevenue helps us a lot because it cuts the time to send the day down to the regions. Before we had to refuse last-minute clients, now we can take them on board today for broadcast today."

- Alina at the Radio Active Traffic Department



"I think my staff would kill me if I took TeamRevenue away ... they are very happy with it."

- John Dorfling  
Radio Active  
Internal Sales  
Manager

### General Benefits of TeamRevenue

- ?? Manages all the aspects of the sales process
- ?? Shorter spot delivery time means more flexible deadlines for advertisers
- ?? Cuts down on administration costs
- ?? Integrates perfectly with audio
- ?? Distributed sales teams get real-time and accurate reporting on prices and availability
- ?? Centralized order generation and billing
- ?? Automatic reconciliation



Station Manager Sarel Myburgh brings 20 years of radio broadcasting experience



"I visited stations around the world to see Dalet systems in action. We had to move towards automation and make use of the existing systems. Dalet listened to our needs and together we accomplished, with only 4 extra people, the website, the WAP phone system and the TV side - affordable and not manpower intensive."



The RSG control room now includes televisions, computers and web access

## RSG: Enhanced Interactive Radio

Over 1 million people tune in each day for a full spectrum of information and entertainment in Afrikaans on SABC radio station RadioSonderGrense (RSG). Since income distribution and coverage of South Africa's remote regions vary greatly, RSG decided to take advantage of new technology to increase audiences and get them involved. Thanks to Dalet5.1, Dalet OnAirNow!, and Dalet Web Portal, the station now makes programming available on FM Radio, an innovative website, WAP phones and satellite TV, which work "individually" or together. Visual radio can mean online archives to get broadcast information or show what is going on in the studio.

The technology behind the unique Dalet software platform is only a part of driving quality content; the combined skills of the people at the SABC, the distributor EMS and Dalet have shaped this creative model for radios around the world.

### Benefits of OnAirNow! and Dalet Web Portal

- ?? Automated web publishing and streaming process
- ?? Synchronized delivery of multimedia content (audio, text, images and video from one database)
- ?? Generated from a configurable and ergonomic environment including digital editing tools
- ?? Validation workflow, previews, live updates

combined the scheduling and booking staff, and greatly reduced deadlines from spot delivery to air.

Since the SABC has a very distributed sales team, often based in remote regions of the country, there was a great need to bring the avails and orders together and follow the general pricing of ad space.

As John Dorfling, Internal Sales Manager, remarks, "Since the system is centrally controlled, we can standardize rates and pick up any discrepancies. We are now more in control of our business."

### Making People's Life Easier

Just ask the users, the system is simple to use, flexible, and leads you through each process. The Windows-based environment provides a user-friendly interface. There is no longer a need to remember all the details of an order and keep going back. The specific traffic, booking, audio, and billing modules form an efficient workflow to maximize the spots handled and optimize pricing.

In addition, the SABC can preserve the quality of the audio commercials by keeping them in digital stereo. Previously, with the complicated system of studio recording, re-recording, line feeds and mini-discs, the spot would be in very poor quality when

they finally reached the airwaves. The integration between Dalet5 digital broadcast and TeamRevenue means a seamless process involving only three people and constant audio quality.

The reconciliation department can also send an official broadcast report to advertisers, according to what they ordered. TeamRevenue has facilitated centralized and accurate billing for Radio Active.

Contact us for further information on Dalet products or ask to learn more about the cooperation between the SABC and Dalet.

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