

Reimagining the
Non-Linear Planning
Process for Success!

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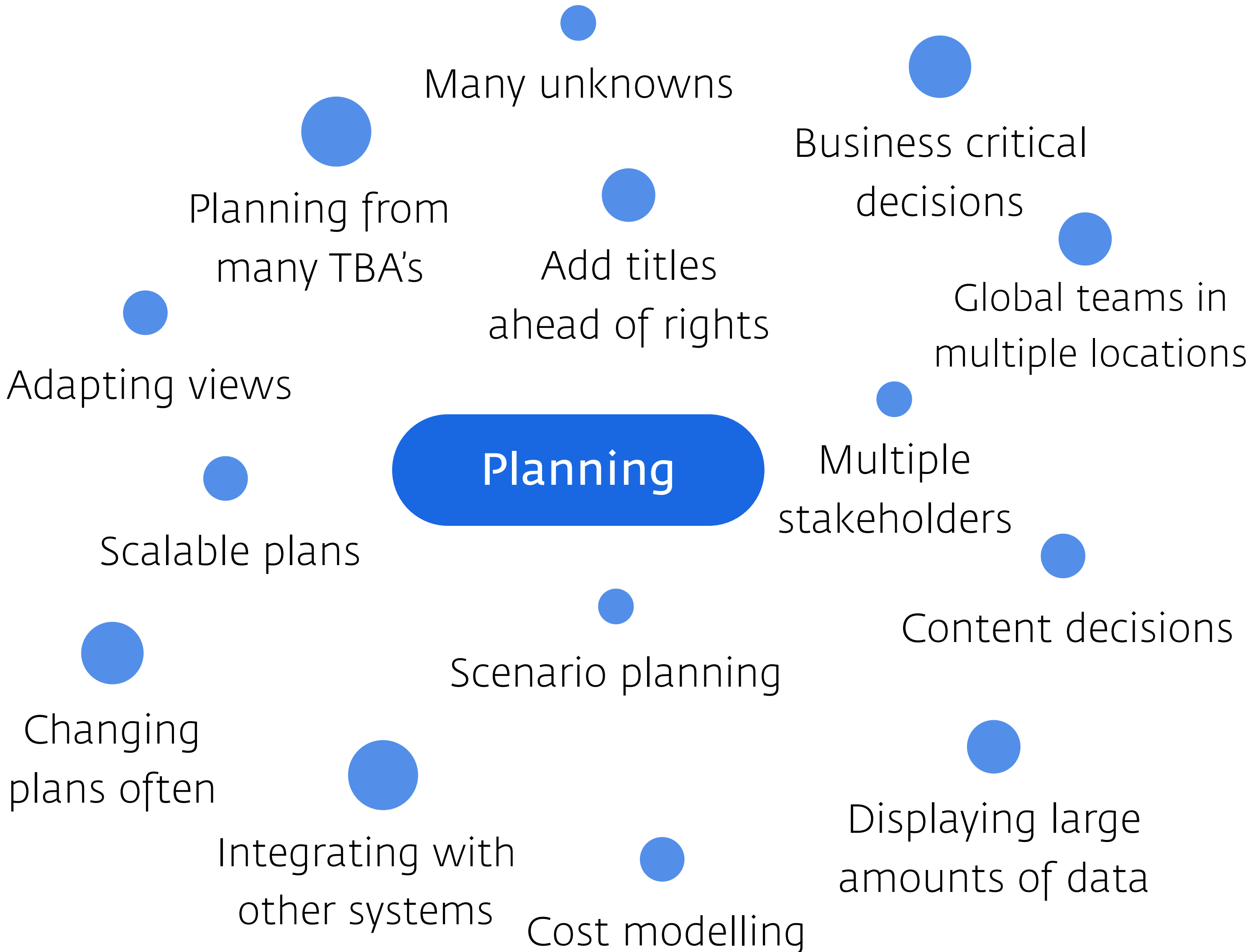
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SUCCESS IS...

CONTENT

MARKETING

Long term **non-linear Planning** causes **huge headaches and inefficiencies**



What does **successful non-linear planning** look like?

Planning

Horizon of
6 months
up to 5 years

Done by
editorial, sales,
strategy teams

- Modelling costs and **scenarios**
- Acquiring and commissioning **content**
- Meeting editorial and business **goals**
- **Sharing** draft plans with partners and affiliates
- **Sharing** plans externally - e.g for marketing purposes
- Plan **views** and calendar views
- Planning content from **existing catalog** or **TBA content**
- Working from **avails**
- Approving **plans**
- Sending to **operations team for execution**
- Once plans are complete and approved, **aligning with scheduling activities in one tool**

Planning and Scheduling — in one unified SaaS solution

We are developing planning products to support our existing scheduling offerings, enabling...

- Planning and scheduling hand-in-hand
- Linear and non-linear planning hand-in-hand

The screenshot displays a comprehensive SaaS interface for planning and scheduling. At the top, navigation tabs include 'KBBL TV', 'Non-linear', 'Linear', 'Avails', 'Rights', 'Reports', and 'Catalog'. A search bar and user profile 'Nick' are also visible. The main area features a calendar for January 2017, with a grid showing time slots and program listings. A red starburst graphic with the text 'One solution' is overlaid on the interface. Below the calendar, there are summary cards for tags, rights types, rights errors, and published content, followed by a detailed table of program listings.

Title	Release year	Tags	Format	Date starts	Date ends	Affiliate	Licensor	Term year	Relicense	Rework	...
Jumanji: The Next Level	2019	Action	SD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	CVA	Sony Pictures	5	No	No	?
Jumanji: The Next Level	2019	Action	HD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	IZZI	Sony Pictures	5	No	No	?
Jumanji: The Next Level	2019	Action	HD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	Oi	Sony Pictures	5	No	No	?
Birds of Prey	2020	Action	HD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	IZZI	Warner Brothers	2	No	No	?
Birds of Prey	2020	Action	SD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	Megacable	Warner Brothers	2	No	No	?
Birds of Prey	2020	Action	HD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	Megacable	Warner Brothers	2	No	No	?
Birds of Prey	2020	Action	HD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	Oi	Warner Brothers	2	No	No	?
Peter Rabbit 2	2020	Family	SD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	CVA	Sony Pictures	5	No	No	?
Peter Rabbit 2	2020	Family	HD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	IZZI	Sony Pictures	5	No	No	?
War for the Planet of the Apes	2017	Action	SD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	CVA	Fox	9	Yes	No	!
War for the Planet of the Apes	2017	Action	HD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	IZZI	Fox	9	Yes	No	!
War for the Planet of the Apes	2017	Action	SD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	Megacable	Fox	9	Yes	No	!
War for the Planet of the Apes	2017	Action	HD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	Megacable	Fox	9	No	No	!
X-Men Origins: Wolverine	2007	Action	SD	Mar 03, 2020 00:00	Mar 18, 2020 23:59	CVA	Fox	9	Yes	Yes	!

BeBanjo helps large media operators worldwide



- ◆ We bring **control, visibility, and productivity** to video distribution at scale
- ◆ Best-of-breed products for **planning, scheduling, rights, metadata** and **operations**
- ◆ **SaaS**, truly productised, **great UIs**, modern APIs
- ◆ **Remote-first company** for over 10 years



Thank you!

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