

The Account Executive Guide to Discussing ePort with Customers

The TVB ePort team is working with every agency buy-system software provider to connect them to your station's software systems seamlessly. This guide should be helpful in your conversations with your customers in updating them on their ePort connectivity status. Remember that...

- ePort is free to your customers.
- Your station/company supports ePort to deliver greater efficiency to both you and your customers.
- Over a half-billion dollars from over 100,000 orders have been sent through ePort to over 1000 stations, digital sub-channels and national rep firms.
- ePort eliminates faxes and e-mails, reducing discrepancies and saving time and money for both buyer and seller.
- Both buyer and seller systems must fully integrate with ePort to deliver maximum functionality and efficiency. Just as you have applied pressure on your sales and traffic systems to move forward with connectivity with ePort, your agency and advertiser customers need to apply the same pressure on their system providers to move them forward with development.
- Help and information for both buyers and sellers is available at www.tvb-eport.net, or by e-mail at support@tvb-eport.net, or phone at 877-808-9949.

Agencies with No Buying System:

- ePort Connect is live and available as a free service at www.tvb-eport.net.
- Buyers can transact business with any account executive at any station or national rep firm.
- Orders, revisions, makegoods, and more can all be transmitted, processed, tracked, and stored.

Strata (with Strata 11):

- Strata 11 is an add-on software system for agencies to manage the distribution of orders to stations and rep firms.
- Buyers should select "ePort" as the method of transmitting orders for all local broadcast television business.
- Buyers are currently able to send orders and revisions as well as receive and process makegoods seamlessly via ePort.

Strata:

- Strata buyers are able to export orders directly to ePort now; contact ePort to get started at 877-808-9949.
- Buyers who wish to have fully integrated functionality for orders, revisions, and makegoods should contact their Strata representative for information on adding Strata 11.

SmartPlus:

- SmartPlus buyers with version 9.7 are able to export original orders via ePort now; contact ePort to get started at 877-808-9949.
- SmartPlus buyers with version 9.6 or earlier should contact Arbitron for the necessary update information.
- Buyers should contact Arbitron to request that they continue ePort connectivity work to include revisions and makegoods.

MediaBank O|X:

- MediaBank O|X buyers are able to send orders and revisions, and receive makegoods seamlessly via ePort now; contact ePort to get started at 877-808-9949.

MediaBank A|V (formerly Mediaplex):

- MediaBank A|V buyers are able to send orders and revisions seamlessly via ePort now; contact ePort to get started at 877-808-9949.
- Buyers should contact MediaBank A|V to request that they complete ePort connectivity for makegoods.

Harris/EAS:

- Harris/EAS buyers are able to send orders seamlessly via ePort now; contact ePort to get started at 877-808-9949.
- Buyers should contact Harris to request that they continue ePort connectivity work to include revisions and makegoods.

One Domain (MediaOffice):

- MediaOffice buyers can currently send orders seamlessly via ePort.
- Buyers should contact One Domain to request that they continue ePort connectivity work to include revisions and makegoods.

Donovan (DDS):

- Donovan has adopted the industry standards for local broadcast television electronic orders, and they are enabling their agencies to send the orders to their own website, Order Express, but not to ePort.
 - Donovan agencies should be informed that every other major buying system is connecting to stations and national rep firms via ePort, and they should request that they are provided with that same connectivity and efficiency for all transactions.
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