



## **Multiple audio channels, one advertising management system**

### **With amily into the world of convergence**

**The pace of media convergence, the merging of linear and digital media, is accelerating ever faster. TV series are continued on the internet, newspaper publishers run successful internet portals, and numerous radio stations also offer podcasts, web radio or streaming platforms. There is very little sign of convergence, however, in the advertising business.**

Advertising is still handled as a separate entity by many companies. Even in a media form such as the audio industry. Because linear radio advertising is planned, sold, managed, and billed quite differently than e.g., the placement of an ad on a web radio station. The demands of advertising customers as well as media agencies for the mapping flexible multi-channel campaigns are constantly increasing. Likewise, these demands extend to the need to adapt and optimize campaigns dynamically, e.g., in the event of underdelivery or changed overall conditions. In classic broadcasting, advertising seconds count (one to many). On the internet, advertising contacts or ad impressions count (one to one). Audio publishers that operation multiple channels will be the rule in future to bundle the advantages and targets groups of linear and digital advertising forms. They use two different settlement systems today for the same customer and within a single campaign: a challenge for advertisers and agencies and a competitive disadvantage for suppliers, both audio publishers as well as marketing firms.

### **Combining all channels in one software**

It is thus high time for convergent campaign management, mapped in one system, that is capable of serving linear and digital audio channels at the same time.

Only amily, the DACH-market's leading advertising management system for audio advertising, has been able to do both for years, namely, centralized management of classic radio advertising (FM, DAB+) and online audio advertising. Integrated in one system with a wide range of functions for both audio channels: from the initial customer contact to campaign management and advertising placement to billing and the seamless reporting of all processes. With amily there is only one centralized point that manages discounts, regardless of whether the customer has booked radio and/or online advertising. If special conditions are agreed (discounts, commitments, kickbacks), amily calculates them automatically for all channels, and billing is a standard accounting procedure. If other clients are also managed, amily exactly splits up the partial amounts.

All data are thus managed in a standard system, are accurate, transparent, and can be verified at any time whether relevant for advertising or accounting. As regards classic radio advertising, amily connects to all standard broadcasting systems. In the online audio segment, industry leader AdsWizz is connected and managed by a broad and bi-directional interface. In addition to managing audio advertising, amily can also be used for online banner advertising and for print advertising campaigns. And, fully integrated and "convergent" in these media forms.

## **Convergence as the competitive advantage for the future**

The market demands ever more coverage and ever more differentiated and more dynamic cross-media campaigns that can hardly be realized by hand anymore. Convergence in the advertising business means an ability to do justice to the increasing demands of the market – with a single comprehensive, convergent, functioning, and efficient campaign management system.

And that is precisely what amily is and can do.  
Simply the best for your advertising campaigns.

For more information, go to: [amily.de](https://amily.de)



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