



TRE Message Manager

Radio Data Management Software and Services

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The heart of Broadcast Electronics' Messagecasting suite is The Radio Experience (TRE) Message Manager. TRE Message Manager is a suite of software and services designed to easily feed station branding, program information, traffic and weather... even content-associated text ads and promotions.

Designed to manage every potential radio station messaging requirement, TRE Message Manager's integrated feature set is straightforward and easy to implement. Less time is spent on system configuration and more on creating compelling, revenue enhancing data.

TRE Message Manager accepts multiple data inputs, formats and manages the data, and outputs to analog FM using RDS, HD Radio main and secondary channels and station web sites.

Advanced Message Management Capability

Message Manager is smart enough to accept data from a wide variety of sources, allowing you practically unlimited flexibility. Advanced web scheduling capabilities give you control over the data content, even allowing you to interleave custom messages with Artist/Title information, automatically rotating near-PAD and non-PAD messages that can promote your station, push upcoming contests or cross-promote other dayparts.

Accessible over the Internet through your secure account on The Radio Experience Data Center, Message Manager scheduling tools allow you to set up blocks of messages (similar to rotating carts) and change the messages hour to hour.

Modular Architecture

Message Manager interfaces directly with your station's automation system, accepting the Program Associated Data (PAD) output that provides basic Artist/Title information. It interfaces with most major automation systems, adapting to technology you've already invested in.

In addition to Messagecasting content created by programming and promotions staff at your station, external data inputs can be merged with primary data from the audio program channels and are sold as data "plug-ins". Examples include the Tunefly and Mozes interfaces, the RDS TMC Distribution module, and text weather and traffic plug-ins.

The modular architecture of TRE Message Manager allows for incredible flexibility and scalability. As your needs change and available technology is developed, TRE Message Manager can keep up without the headaches sometimes associated with software upgrades. TRE Message Manager is the ultimate tool to power up branding, programming, and promotional efforts.



Key Product Features

- Sends messages to RDS, HD Main or Secondary, or to the Web
- Custom sequencing of RadioText—the 64-character message display available on more sophisticated receivers
- Dynamic Program Service (PS) data is improved for the eight-character display found on most RDS-equipped receivers
- Management of Title/Artist display
- Generic default messages can be displayed when Title/Artist PAD is not available, such as when music is not playing
- Message scheduling and dayparting allows you to cross-promote dayparts and recycle listeners.
- Event-keyed substitution triggers messages—overriding PAD—based on content metadata
- Management and monitoring tools including centralized control for station clusters
- Modular architecture allows you to take advantage of add-ons like NewsFlashPro to give announcers instant messenger-like capability, and Web Plus to supercharge your web presence

powered by

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