



June Newsletter

Welcome to "In Realtime" the Bannister Lake newsletter. Real-time data and its impact on the broadcast industry, and communications in general, has never been more significant. This newsletter will help keep you up to date with goings on at Bannister Lake as we develop new functionality and capabilities for our products. It will examine how real-time data can be fully leveraged to drive new business and transform workflows. The newsletter will also be discussing noteworthy recent and historical projects and provide some industry thought leadership. We welcome your feedback. Please contact us at info@bannisterlake.com

Bannister Lake to Be Represented by US-Based Sales Organization, Media Technology Group

We are pleased to announce that BL's Chameleon data aggregation and management solution will join Media Technology Group's roster of products. We are thrilled to work with MTG's Rich Hajdu as he helps bring the power of real-time data to new customers across multiple sectors, including broadcast, corporate, government, education, and houses of worship. You can learn more about the BL-MTG relationship here:

<https://bannisterlake.com/bannister-lake-to-be-represented-by-us-based-sales-organization-media-technology-group/>

Recent Projects:

RFD-TV Sponsorship Management Solution

We recently provided our Nashville based client, RFD-TV with a customized software solution allowing them to call up and playout real-time commodity quotes and charts in their financial newscasts.

Aggregating and managing real-time financial data has always been a specialty of ours.

What made this project particularly interesting was the integration of a customized sponsorship management system. BL built a solution that combined the functionality of Chameleon's branding component with the custom financial application. This allowed RFD-TV to schedule sponsor logos associated with specific graphic boards and generate "As Run" logs to reconcile logo exposure with the RFD-TV sales department. The

solution provided a more efficient workflow, while introducing new revenue generating opportunities.

2020 Ohio Primaries

The recent Ohio Primaries provided a great opportunity for us to fully test our HTML5 election capabilities. Using our new partner, [Decision Desk HQ](#)'s election data, and graphic templates from our partners at Montreal broadcast design firm [Motion Path](#), we created a graphic playlist that played out on our new web election player. We were thrilled with the results of the testing which can be viewed here:

<https://bannisterlake.com/shows/>

HTML5 graphic layout provides broadcasters with an additional outlet for their election graphics. Online and mobile audiences can receive customized election content that share the same look and feel as the broadcast graphics. This makes great business and editorial sense as media outlets continue to extend their brands online and capture more viewers. HTML5 allows OTT operators who may be new to elections, the ability to create dynamic election graphics and produce competitive election coverage. It also opens the opportunity for web-based media organizations to launch dynamic news graphics and up their game.

As the industry continues to shift from traditional broadcasting to OTT and online, Chameleon and our web election player provide a powerful combination to produce outstanding election coverage.

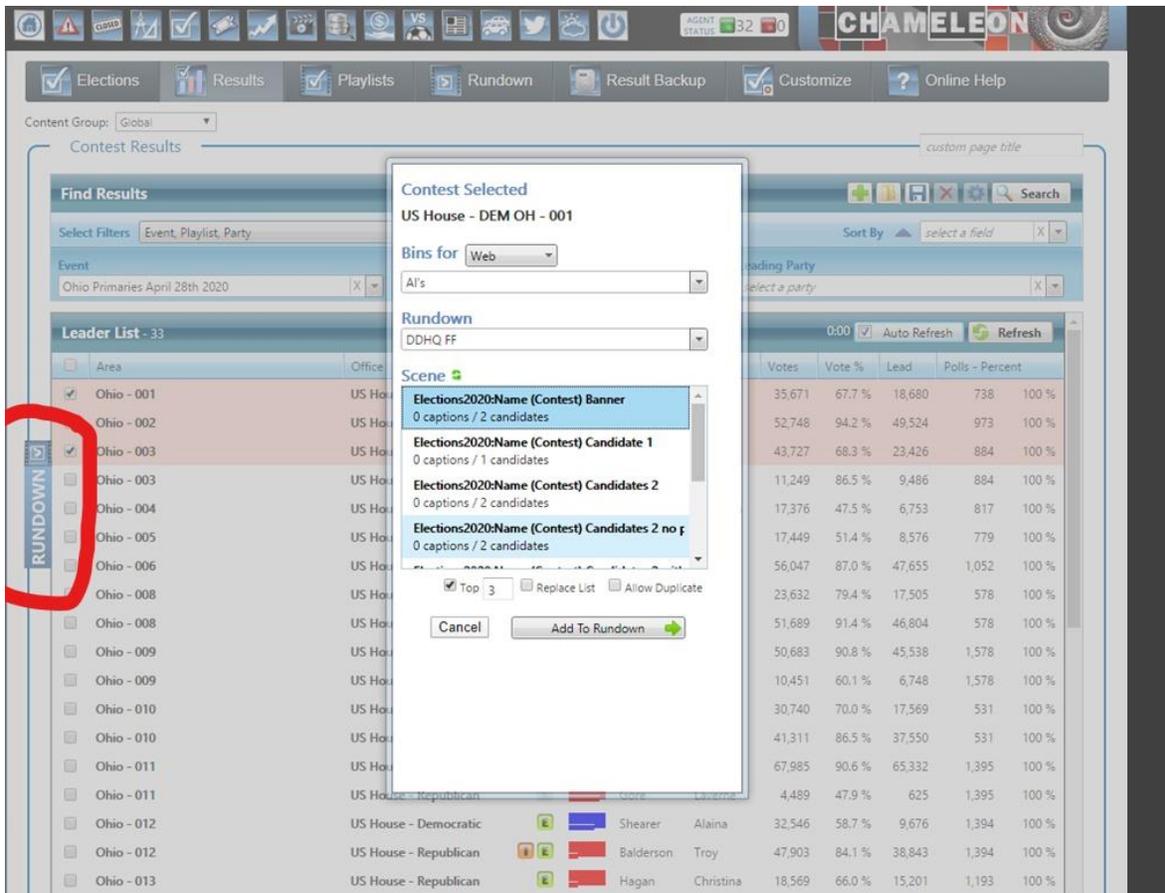
Product Developments:

As our customers' needs change, so does Chameleon. New features are often inspired by our customers' feedback as is our commitment to continuously push the possibilities of real-time data forward.

Here are a few cool developments that we're especially excited about:

Elections – Faster, Smarter and more Outlets

We have dramatically sped up the election graphic creation workflow. We did this by adding a new feature to Chameleon Elections called Rundown. Since producers track election races from the Results UI, we built a workflow directly from this screen. By selecting the races to be added to the graphics list and then hitting Rundown (on the left side of the Results UI) graphic lists can be built quickly and made available instantly for payout.



Rundown feature in Chameleon Elections allows producers to quickly select interesting election results directly from their race tracking UI and turn them into on-air graphics.

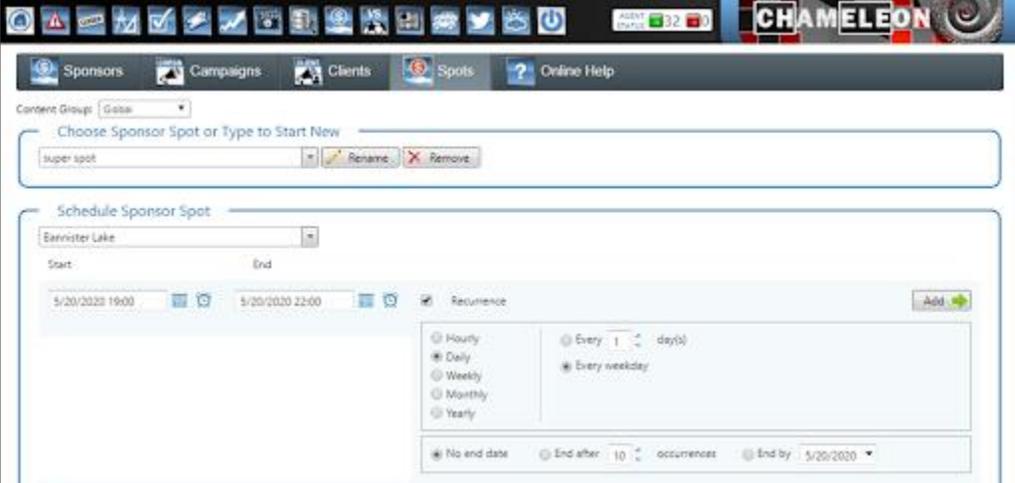
As mentioned above, and successfully tested during the Ohio Primaries, BL has introduced a new web election player aimed directly at OTT and web-based media companies. Now real-time election graphics are no longer just for large traditional media companies. And for established media organizations that want to extend their news brands to social media, mobile and online, with customized election content, BL gets you there.

Chameleon Elections is specially designed to work with any kind of election, anywhere, and with any kind of data feed.

Sponsor Spots for Tickers-Flexible, Powerful Ad Solution

Sponsor spots is a game changer, replacing a single sponsor in a ticker rundown, with an entire collection of sponsors positioned in the rundown. Let's say every evening at 8:10 PM, a sponsor's logo appears on a ticker, but the sponsors alternate daily. Monday, it's the pharmacy, Tuesday it's the real estate broker, Wednesday it's the car dealership. Instead of scheduling each individually, Sponsor Spot allows all the sponsors to be scheduled for that specific spot in the rundown and since the solution's scheduling tool defines what sponsor or sponsors get shown at any particular time and date, with full recurrence support, workflows are made more efficient. When a sponsor is scheduled, it plays. If no sponsor is scheduled, it skips.

The scheduling of a sponsor spot is also given reduced user security so that users with security such as "Sales Only" or "Content Editor" can create/update sponsor spots. So, no need for the user to touch the ticker rundown. If the sponsor(s) in the sponsor spot is defined to be part of a campaign, it will get written into the "as run" report as expected.



The screenshot displays the 'Sponsor Spots' software interface. At the top, there is a navigation bar with tabs for 'Sponsors', 'Campaigns', 'Clients', 'Spots', and 'Online Help'. Below this, a 'Content Groups' dropdown is set to 'Globe'. A search bar prompts the user to 'Choose Sponsor Spot or Type to Start New', with 'super spot' entered and 'Rename' and 'Remove' buttons. The 'Schedule Sponsor Spot' section includes a dropdown for 'Barrister Lake', 'Start' and 'End' time pickers (5/20/2020 19:00 and 5/20/2020 22:00), and a 'Recurrence' section with radio buttons for 'Hourly', 'Daily', 'Weekly', 'Monthly', and 'Yearly'. The 'Daily' option is selected, with 'Every 1 day(s)' and 'Every weekday' sub-options. At the bottom, there are checkboxes for 'No end date', 'End after 10 occurrences', and 'End by 5/20/2020'.

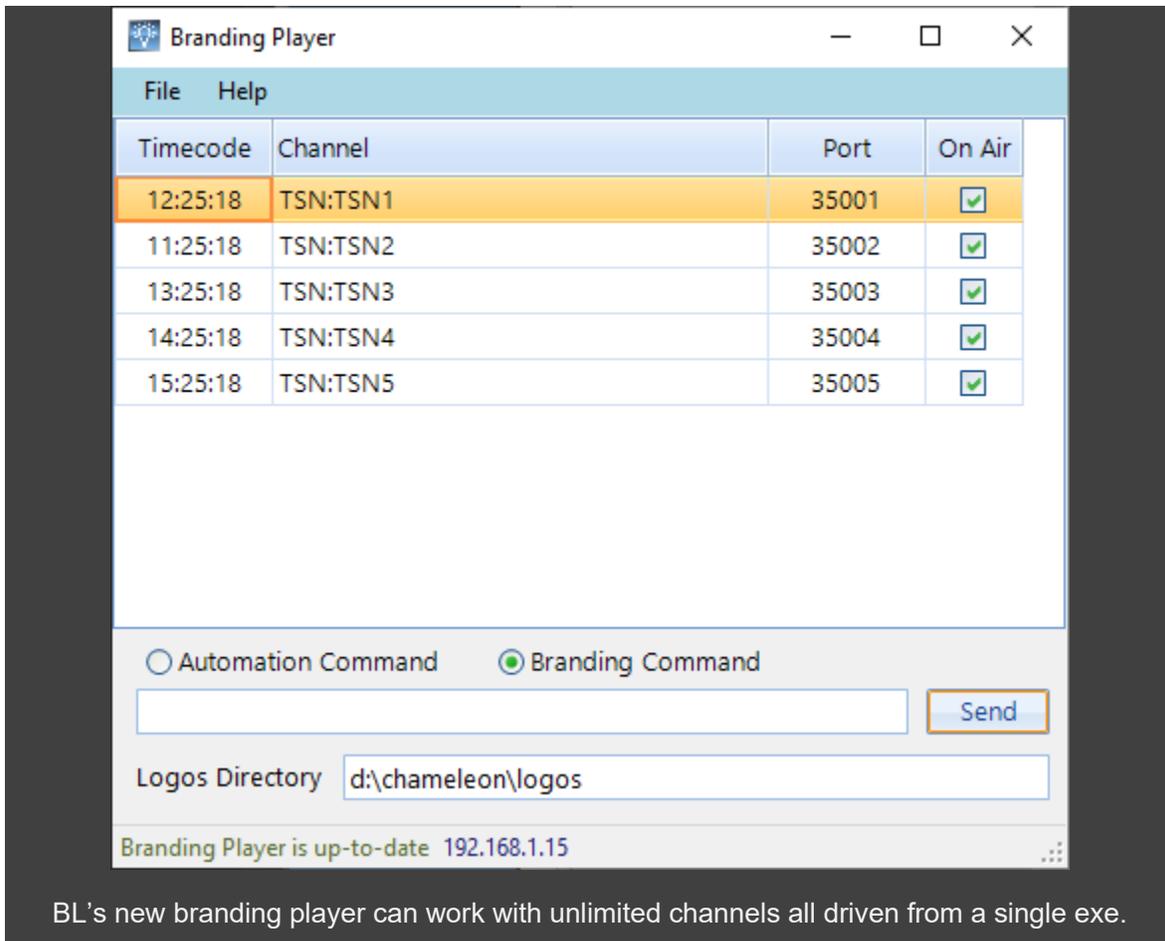
Sponsor Spots offers users the ability to schedule a collection of sponsors within one specific position in the rundown with full recurrence support.

Multi-Channel Branding Player-One Player, Unlimited Channels

BL has always been an innovator when it comes to on-air branding. But one of the limitations we had with branding was that each channel needed to run its own instance of the branding player. That is, each channel needed its own exe. We have fixed that limitation. Now, a branding player can work with unlimited channels all driven from a single exe.

We also did a complete rewrite of the branding player to be more efficient and provide a simpler UI. Instead of showing a list of assets and the program schedule, we offer tool windows, so they appear optionally to unclutter the experience.

Another feature we added is an open interface for triggering assets. Instead of being rooted to .net remoting, we now support commands triggered by a simple ip socket. The commands are a fixed format unlike automation commands providing a standardization for developers and users to utilize. This means apps, utilities or platforms can trigger Chameleon assets.



Webinars

In May, BL produced three webinars discussing Chameleon's ability to provide industry-leading news and information tickers, election production and on-air branding. The webinars were well attended, and we'd like to thank everyone for attending. Recordings of the webinars can be found here: <https://www.youtube.com/user/BannisterLake1>

BL will be producing more webinars in the coming weeks and we will keep you informed of the topics and presentation dates.

For more information about Chameleon and Bannister Lake please
visit

<https://bannisterlake.com/>