



PLANNER



PLAYLIST
SOFTWARE SOLUTIONS

PLANNER

A Solução Completa para Gestão Comercial e Publicitária de Emissoras de Rádio

DECEMBER, 2025

Developed by *Playlist Software Solutions*, **Planner** aims to optimize the sale of advertising slots and the scheduling of commercial ads, as well as to promote best practices for the commercial management of radio stations, in an accessible and convenient way from anytime and anywhere. With an intuitive interface, **Planner** brings together key features for radio commercial operations, such as:

- Detailed performance reports
- Commercial break planning
- Automated ad distribution
- Customizable scheduling templates
- Product configuration

All of this makes it an indispensable tool for your radio station.

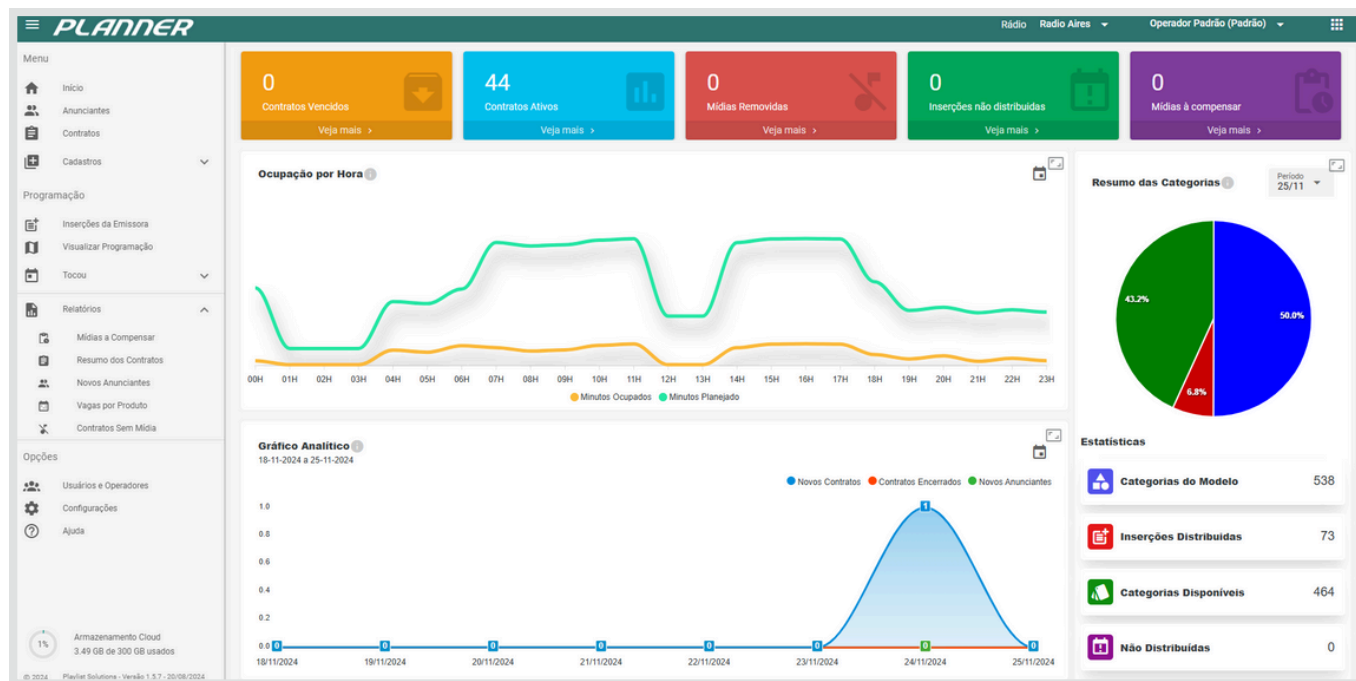
Planner is part of the robust *Station Office* cloud platform, standing out for its seamless integration with other applications in the ecosystem, such as *Tocou.com* and *Audie*.

Together, these applications provide a complete and comprehensive solution for radio stations' commercial operations and management, covering everything from the initial planning of advertising slots to the final proof-of-performance stage.

Aligned with the latest innovations and trends in ICT (Information and Communication Technologies), **Planner** is a versatile and highly efficient tool, a complete solution for planning, scheduling, and monitoring advertising campaigns.

With these advantages, **Planner** provides effective management of the station's commercial schedule, all while maintaining the ease of use and quality that are hallmarks of *Playlist Software Solutions'* softwares.

Atributos



Complete Dashboard

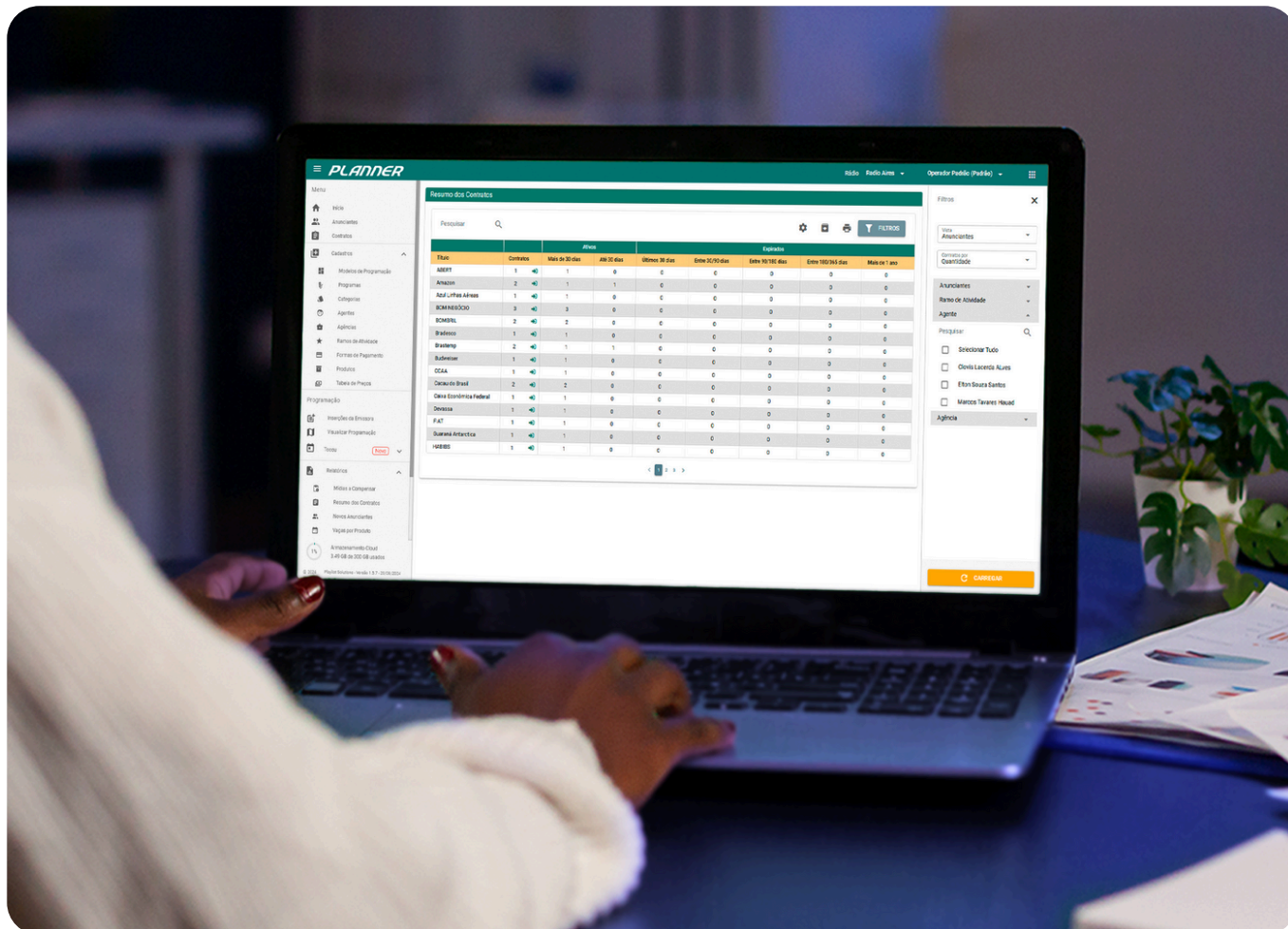
Planner offers a complete dashboard with charts and cards that provide a comprehensive and detailed view of the commercial schedule. These visual resources allow the traffic manager to track scheduling performance and quickly and intuitively identify trends or the need for adjustments.

Accurate Analytical Information

Planner offers detailed graphs and reports, full of relevant information on the performance of the commercial schedule.

These metrics provide valuable insights for evaluating and improving broadcast strategies, enabling station managers to make precise, data-driven decisions.

PLANNER



Ad Scheduling from Anywhere

With its entire structure accessible online, **Planner** gives Traffic Managers the flexibility to plan and manage the commercial schedule from anywhere, whether through mobile devices or connected computers.

Even the sales executive can, from any location, work directly with the advertiser to identify and recommend the best slots for airing advertising campaigns.

In addition, media scheduling can even be carried out at the advertiser's location, speeding up the process and strengthening the commercial relationship.

PLANNER

Anunciante	Contratos	Razão Social	Endereço	Bairro	Cidade	Estado
ABERT	1	ASSOCIAÇÃO BRASILEIRA DE EMISSORAS DE RADIO E TELEVISÃO LTDA	Quadra 300 Conjunto 33 2	Recanto das Emas	Brasília	DF
Amazon	2	AMAZON SERVICOS DE VAREJO DO BRASIL LTDA	Av. Brasil 8656	Boa Vista	Barra Mansa	RJ
Azul Linhas Aéreas	1	AZUL LINHAS AEREAS BRASILEIRAS S.A.	Avenida Marcos Penteado de Uliúá Rodrigues 939	Tamboré	Barueri	SP
BOM NEGÓCIO	3	BOM NEGOCIO ATIVIDADES DE INTERNET LTDA	Rua do Catete 359	Catete	Rio de Janeiro	RJ
BOMBRIL	2	BOMBRIL S/A	Avenida Marginal Direita da Via Anchieta SN	Rudge Ramos	São Bernardo do Campo	SP
BURGER KING	0	BK BRASIL OPERACAO E ASSESSORIA A RESTAURANTES S.A.	Alameda Tocantins 350	Alphaville Centro Industrial e Empresarial/Alphaville	Barueri	SP
Bradesco	1	Bradesco Financeira Ltda	Rua Otto Hassmann 662	Jardim Maria	Campo Limpo Paulista	SP
Brastemp	2	WHIRLPOOL S.A	Rua Olympia Semeraro 675	Jardim Santa Emilia	São Paulo	SP
Budweiser	1	Budweiser Brasil LTDA	R Dr. Renato Paes de Barros 1017	Itaim Bibi	São Paulo	SP
CCAA	1	CCAA - CENTRO DE CULTURA ANGLO AMERICANO	Rua Buenos Aires 57	Centro	Rio de Janeiro	RJ

Sales Management

Planner offers complete solutions from product creation to sale.

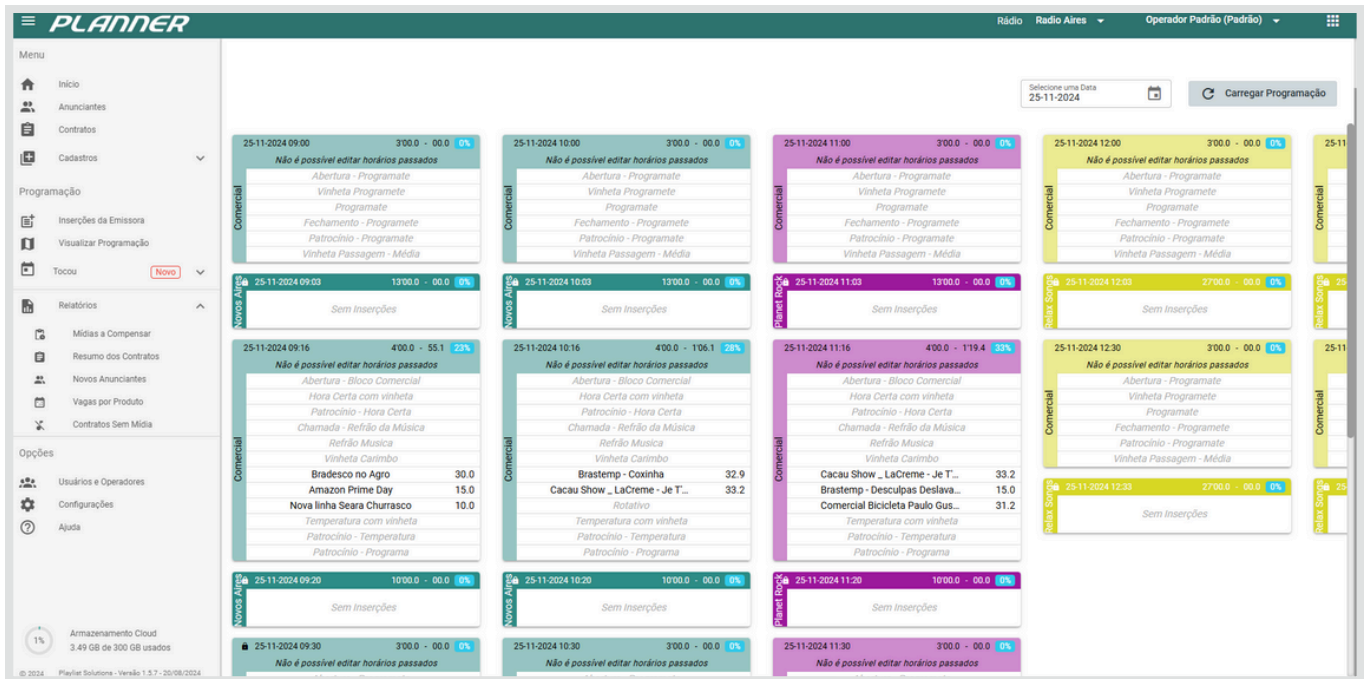
The commercial department has at its disposal a software that assists in creating products and defining specific commercial terms for each of them. This functionality efficiently drives the sale of advertising slots, meeting the specific needs of advertisers and optimizing the overall commercial process.

Automatic Ad Distribution

With automated distribution mechanisms, **Planner** optimizes the scheduling process by distributing ads automatically according to predefined criteria, thereby ensuring a balanced allocation of advertising slots.

Additionally, the ability to set blocks allows for a smooth automated distribution process and ensures that ads are allocated to the slots determined by the Traffic Manager. This way, **Planner** guarantees a secure distribution aligned with each objective.

PLANNER



Customizable Scheduling Templates

The application allows the station to create and customize scheduling templates according to its preferences for each day or time slot.

This allows for a flexible and adaptable approach to commercial scheduling, letting stations create tailored templates for seasonal occasions, such as holidays or special events.

Smart Schedule Generation

With advanced smart scheduling features, **Planner** uses sophisticated algorithms to create precise commercial schedules tailored to the needs and preferences of each station.

Search Filters for Schedule Insertions

Planner's advanced filters allow Traffic Managers to efficiently search for and filter insertions in the commercial schedule, helping them quickly find relevant information within the commercial programming.

PLANNER

Proofs of Airing

Planner provides a wide range of proofs of airing, fully aligned with the standards established by industry associations. These proofs give advertisers detailed documentation of their ads' placements within the station's commercial schedule, ensuring transparency and reliability at every stage of the process.

ECAD-Compliant Report

In addition to generating commercial proof reports, **Planner** also provides music reports, such as the *ECAD* (Brazil's Central Office for Collection and Distribution of Music Copyrights) report. This report complies with *ECAD* standards, ensuring accuracy and legality in the documentation and accounting of music airings.

Multi-Station

Planner enables comprehensive management of the programming for one or multiple radio stations, providing advanced tools for planning, scheduling, and monitoring advertising broadcasts across a radio group.

The screenshot displays the 'STATION OFFICE' Planner interface. At the top, there's a header with 'STATION OFFICE' logo, a user profile 'PAS', and a dropdown menu for 'Emissora' set to 'Radio Aires'. Below the header are navigation icons for 'Usuarios', 'Perfis', and 'Operadores'. A tip box states: 'Tip: Create operators to access the application and content of your station. Each operator must be associated to a profile that gives it permission to access some softwares functionalities. Each operator can have an access key (PIN) for safety. If you want to limit the permissions of each operator, change the profile on the menu "Permissions Profile".' The main area is a table of operators with columns: 'Pesquisar' (search), 'Operador', 'PIN', 'Permissões', 'Configurar Perfil', and 'Renomear/Excluir'. The table lists 11 operators with their respective profiles and access keys. At the bottom right, it says 'Records per page: 10' and '1-10 of 15'.

Pesquisar	Operador	PIN	Permissões	Configurar Perfil	Renomear/Excluir
	Elton Souza	1	Padrão (Planner (Station Office)) Locutor (Aires Cloud)	➡	✏️ 🗑️
	Operador Padrão		Padrão (Planner (Station Office)) Padrão (Aires Cloud) Padrão (Aires Dashboard)	➡	✏️ 🗑️
	Marcello		Padrão (Planner (Station Office)) Padrão (Aires Cloud)	➡	✏️ 🗑️
	Bruno		Opex (Planner (Station Office)) Gestor Artístico (Aires Cloud) Padrão (Aires Dashboard)	➡	✏️ 🗑️
	Junior		Opex (Planner (Station Office)) Padrão (Aires Cloud)	➡	✏️ 🗑️
	Vitor	2	Gerência (Planner (Station Office)) Gestor (Aires Cloud)	➡	✏️ 🗑️
	João Braz		OPEC (Planner (Station Office))	➡	✏️ 🗑️
	Marcello	3	Gerente (Aires Cloud)	➡	✏️ 🗑️
	TESTE		Gestor Artístico (Aires Cloud)	➡	✏️ 🗑️
	Paulo Teste		Gestor (Planner (Station Office)) Etc (Aires Cloud)	➡	✏️ 🗑️

PLANNER

User and Operator Management

Planner provides advanced user and operator management features, allowing specific permissions and access levels to be assigned to each user, ensuring security and control in the use of the application.

An operation log report is available, allowing the administrator to perform a complete audit of activities within the application.

Cloud Storage Service

Planner delivers a cloud-based service for software operation and storage, leveraging the latest ICT technologies to ensure accessibility, reliability, and efficiency.

The security and availability of commercial scheduling data are ensured, while also providing easy access to files and related information from anywhere.

Compatible with Major Browsers

Planner is compatible with all major web browsers (Chrome, Edge, Firefox, Opera). This compatibility allows users to access and use the application without the need to install any additional software.

Integration API Available

Planner provides an integration API that allows connection with other systems and applications. This feature simplifies data exchange and enables more efficient process automation.

PLANNER

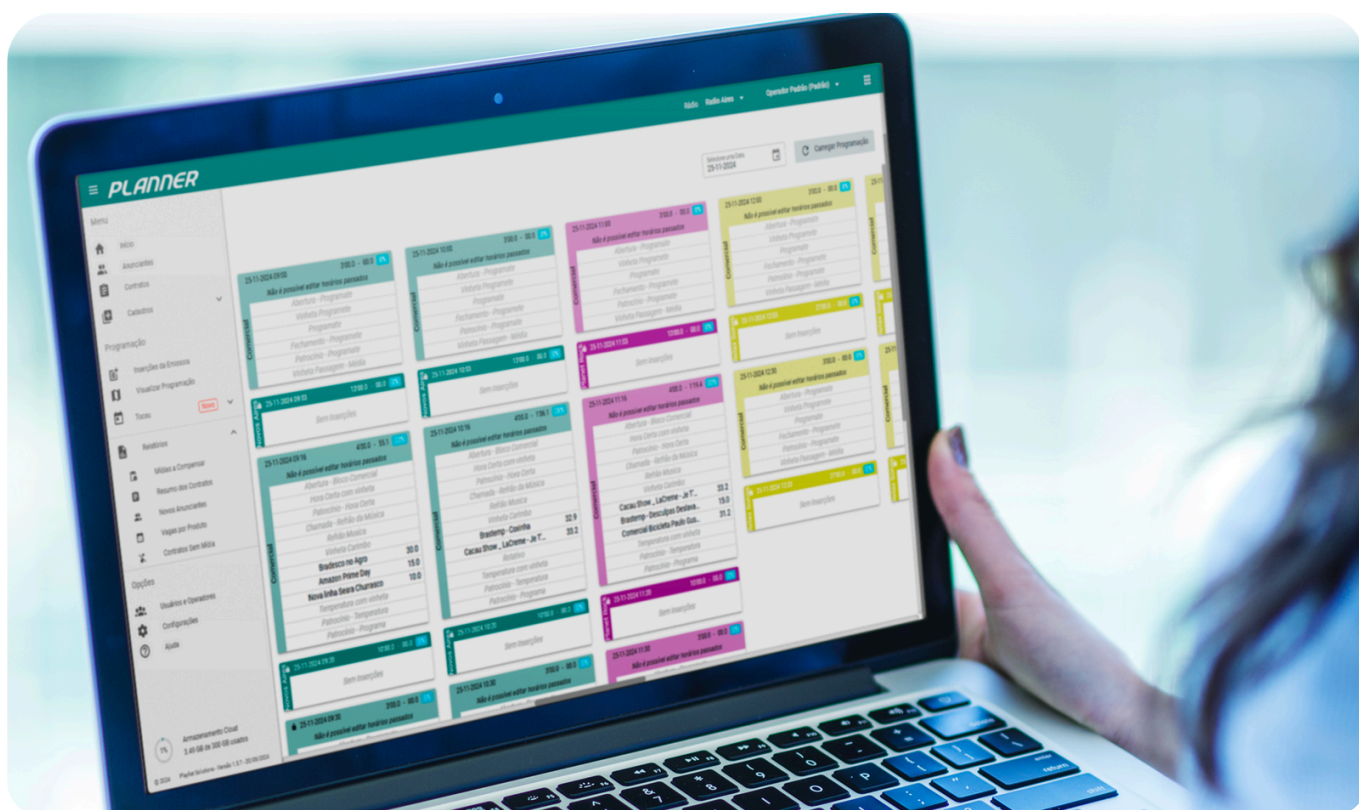
A Comprehensive Solution

Planner emerges as a comprehensive and effective solution for the commercial management of radio stations.

With advanced features ranging from the customized creation of products and commercial terms to automated ad distribution and the availability of detailed proof reports, **Planner** empowers radio stations' commercial departments to significantly optimize their operations.

Additionally, its ability to seamlessly integrate with other systems through an API makes it a powerful choice for those seeking a complete and adaptable solution tailored to the needs of each radio station.

With **Planner**, radio stations can not only improve their operational efficiency but also deliver an innovative experience to their advertisers, thereby driving growth and success in the highly competitive broadcasting market.



PLAYLIST

SOFTWARE SOLUTIONS

