The RCS Ecosystem Brings the Power of an Integrated Approach

RADIOWORLD

RCS
Sound Software

T he RCS ecosystem was designed to solve content creation and delivery challenges facing broadcasters in the modern era — from leveraging a distributed workforce to providing unique cloud solutions.

If you haven't experienced our product line directly, you might think you know it already. But headlines are just the tip of the iceberg.

RCS stands in stark contrast to its competitors because of the depth of our investment in new technology, our best-in-class feature sets and the tight integration across our entire family of offerings.

Have you ever looked at your phone and realized that you had multiple slightly different versions of the same contact in your address book? Or wondered why the users you support spend so much time completing similar versions of redundant tasks again and again?

"That's what our customers really thrive on, and that's what really makes the difference in live and local for them."

Built From the Ground Up

The RCS ecosystem has been designed to work together. Its software components interlock like pieces of a puzzle, and data flows between them, increasing accuracy and saving time.

This is a big deal if you've got hundreds of stations to worry about, but it makes a difference even if you're a standalone station programming multiple HD subchannels or streams.

Imagine you're a PD or MD and you're working on your log, putting in an Ed Sheeran record next to a Harry Styles next to a Lady Gaga. How much time do you want to spend manually getting that transition just perfect for every station? Or could you spend

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If so you have the basis for understanding why an integrated approach is crucial for tackling radio's daily workflows.

Have you wondered how your stations can compete in a world where people are satisfied by streams of music delivered by an algorithm? Or grappled with how to elevate radio's powerful human connection when there are so many time pressures on your talent?

If so you're a prime candidate to explore RCS.

You may think of enterprise-grade broadcast IT solutions as the stuff of the largest broadcasters — and it is — but RCS has made its ecosystem powerful enough to scale to meet the complexity of big groups while remaining nimble enough to assist the smallest broadcasters trying to build efficiency and focus.

"RCS gives the talent all that time back — to really focus on what is live and local — talking about local sports and weather and doing live reads — all the things that make the community part of the broadcast," said RCS Worldwide President/CEO Philippe Generali.

those 25 minutes instead working on your podcast or a best-of for the morning show, or any number of other creative audio tasks?

We take those tedious tasks and apply a focus on time efficiency so that you can improve your overall audio products.

Integration Drives Scale

Consider the RCS GSelector S3 Scheduling Engine and how it interfaces with automation playout system Zetta.

We have an RCS user whose application provides a useful case study. They have created a "master log" to which their affiliates can then subscribe. Affiliates include stations in other markets playing the same format, but it can also be an HD subchannel playing a different version of the "master log" of the main channel. This could involve two "stations," or dozens. The beauty is in connecting and maximizing your workflows.

In this example the user assigns a format champion to schedule the "master" log, which essentially is the basic idea of the format they've

created. But the ideas evolves from there. They apply their best research and placement methodologies to achieve the best master log they can. Then S3 allows them to deploy various versions of that log rapidly and according to rules they set up, tweak songs according to the needs of their local markets and inserting custom imaging and different voice tracks, if desired.

S3 enables you to build the core of a station's log but also decide where it should be different. In the old days you'd only have a log for a single station, but now when you apply those rules between S3 and Zetta, you may have a dozen stations all programmed according to that core ethos yet customized to meet the needs of each market or channel.

Working From Anywhere

Pair those powerful capabilities with remote contribution module Zetta2GO and Multisite Voice Tracking (MVT), and suddenly talent is able to create voice tracks that present differently for each station.

You still want core tracks that are heard across every station carrying that master log, interspersed with imaging and liners that are custom to each individual affiliate station.

But now those "national tracks" can be combined quickly with "local tracks" that speak to each local community or target audience. Your program directors, music schedulers and air talent are able to multiply their efforts across stations many times over, while you've eliminated duplicative manual tasks.

One RCS customer had four stations in one market. Adding a song took 10 minutes a week. Then they added a second market. It was still the same task, but it required no added time. When a third market came online, the same applied. What once would have required 30 to 60 minutes to add a single song across multiple stations playing a similar format, now takes one person 10 minutes.

This purpose-built ecosystem approach translates to efficiency and accuracy throughout your workflow.

Need to add a new song? Where does it go? In many competing platforms, you'd need to key that information into the scheduling system and again

into the automation, where you're also adding the media. With Zetta and GSelector S3, you add the song once and the metadata associated with the song is available instantly across the ecosystem. Start typing the name of a song that's been entered somewhere in the system, and the name appears instantly — in its complete, accurate form — in any module you are working in.

The Power to Do More

While many broadcast systems on the market use middleware to push and pull content to and from different places, RCS products were designed to work together. Key processes are all done within the software, and services are communicating underneath with other software in the RCS ecosystem.

There's nothing outside. No extra server to add or maintain. This was the design from the beginning — and it allows us to keep building and building.

"We're doing album art with Xperi," Philippe Generali said as an example. "Once you plug it into GSelector, that album art and its related content are now plugged in as well, all part of a universal ecosystem whether you're using the primary Zetta software or even the 2GO mobile software."

The more complicated and custom an ecosystem, the more likely humans are to make mistakes. When you need to keep track of special attributes — perhaps a particular song must never air in a certain market, or a particular talent should never be heard on a given stream due to union restrictions — it can be challenging to keep the rules straight.

The RCS ecosystem is designed to handle this. Metadata of all kinds sticks with every component in the system and drives the desired outcomes. You can enter a custom attribute in GSelector or Zetta along with your audio and the special attribute follows throughout the system.

Similarly, we provide tools to avoid the mismatches that can happen when you have multiple people in your workflow. An RCS user recently told us that one person on their team types "Doctor Dre" while another types it as "Dr. Dre." With the integration across Zetta and GSelector, this user doesn't have to worry. We ensure that their data is clean across the

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board, preventing chains of errors that otherwise would have needed someone's time and attention to correct.

An On-Ramp to the Cloud

As powerful as this integration has become, we continue to evolve into new territory, making substantial investment in expanding this ecosystem to the cloud.

We see ourselves as an enterprise solution. We're building a cloud-based service to support dramatic increases in scale. When we started this journey eight to 10 years ago we decided that the RCS Cloud would consist of multiple services founded on the best practices of a large-scale cloud service. We're not just taking old software and virtualizing it or containerizing it. We're building it from scratch using the most flexible and modern sources, creating a platform that scales for both public and private applications.

Right now, our most widely deployed and popular cloud offering is Zetta Cloud, which bridges the traditional on-premises Zetta playout system and the future-looking cloud-based iteration of Zetta. It provides secure, redundant, resilient full-time playout in the cloud. It syncs logs and content from GSelector and the rest of the RCS ecosystem and is ready to deliver your content direct to your transmitter or streams at any time.

Our clients are coming on this cloud journey with us as the technology and business model continue to evolve. We're giving broadcasters the chance to preview what it's like to operate in the cloud while delivering the tried-and-true on-premises solutions that many broadcasters are still most comfortable with.

This approach enables broadcasters to "try it on for size" and enjoy serious, immediate disaster recovery benefits at a very low cost of entry. Meanwhile you're trying out the cloud as an operating system — all of your content, your metadata, your users are being refreshed in real time. We look at this as providing broadcasters an on-ramp to a new way of working, built by a company that has been powering thousands of stations globally for decades.

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Secure & Scalable

For broadcast engineers, enterprise-level IT can be intimidating and often left for "corporate IT" to manage. For corporate IT folks, accurately considering all the aspects of 24/7 content delivery and the complexity of balancing tradeoffs between security and usability can be challenging.

RCS bridges this gap with our best-in-class security solutions, which expand to our cloud offerings. Our security architecture has evolved over the years as a result of listening to and partnering with our clients.

Today we support two-factor authentication, domain-level management and logins, integration with Active Directory and granular user rights administration, across all components of the RCS ecosystem. Whether you are thinking about how best to manage security for staff working on-premises at a studio complex or others handling music scheduling or on-air talent voice tracking half a world away, the security offerings of RCS will deliver both usability and best-in-class protection.

And in the event that a local on-premises system is compromised due to viruses or ransomware, RCS cloud offerings stand ready to provide disaster recovery at a moment's notice.

Integration Means Better Metadata

Another consideration increasingly takes center stage: the role of metadata in describing your content.

Given the number of systems in use in a single station to manage main channel content, HD subchannel content, stream content and special channel content such as holiday-themed streams, it can feel nearly impossible to keep up with the web of data necessary to describe it all.

At the same time, as vehicles evolve and consumers increasingly expect the same rich media experience from all sources, it has never been more critical to have accurate metadata, including album art. RCS is well positioned with our ecosystem and our "add it once" ethos to help broadcasters look their best in the dash and offer additional engagement (and revenue) opportunities to clients.

Our AudioDisplay platform enables your organization to deliver a top-notch dashboard experience across FM, HD, and hybrid radio platforms and explore new revenue streams. It offers granular management of text and image advertising content delivered in-sync with your audio.

Just as artist album art easily travels in-sync with songs throughout the RCS environment, now stations can add graphical advertising content to spots and deliver them to consumers in a compelling way in the dashboard. AudioDisplay allows you to create these ads as well as manage and schedule them. It is a close companion to RCS scheduling platforms GSelector and Aquira.

By leveraging the power of RCS Cloud Connect, they are all able to integrate these new graphical components with the sales, insertion and billing processes. While it integrates tightly with Zetta, RCS AudioDisplay also works in tandem with automation systems from other companies. Just as other RCS products strive to ensure the data is accurate from the point of entry, AudioDisplay contains safeguards to ensure proper image sizing/formatting and accurate campaign data.

Solutions That Scale (Up or Down)

The RCS ecosystem stands at the ready to help broadcasters of all sizes meet the challenges of multi-platform audio delivery in the modern era.

Whether you are a small-to-mid sized broadcaster trying to work more efficiently in order to free up staff time to focus on podcasting or outside events, or a larger broadcaster looking to consistently apply your research-driven best music practices or enable your talent to work nationally and still connect with local audiences in the most compelling way possible, RCS has a solution.

With our decades of experience from scheduling to playout to streaming, our ecosystem has a solution to meet your organization's needs no matter how large or small. RW