

ABOUT BACK9NETWORK

BACK9NETWORK is a golf lifestyle network and media company based in Hartford, Connecticut, and was developed as a complementary alternative to traditional media's focus on professional golf tournament coverage. Focused on compelling storytelling, interesting personalities, features and fashions, interviews and instruction, travel, gear and much more, fans of all kinds will want to hang with the BACK9NETWORK.

BACK9NETWORK

Smarter broadcast workflow and sales for the BACK9NETWORK – all driven by ProTrack.

Originally founded in 2010, along with the network's production studio, BACK9NETWORK premiered its digital footprint in 2012 and launched linear channel on DIRECTTV as channel 262 in September 2014. In its first year alone, the network will feature nearly 1,100 hours of original programming. BACK9NETWORK chose to implement ProTrack to manage its content metadata, structure its linear and nonlinear schedules, and monetize distribution activities. By using the ProTrack broadcast management system and leveraging its functionality, BACK9NETWORK will be able to keep operating costs low while increasing productivity – an essential means to maximizing profitability.

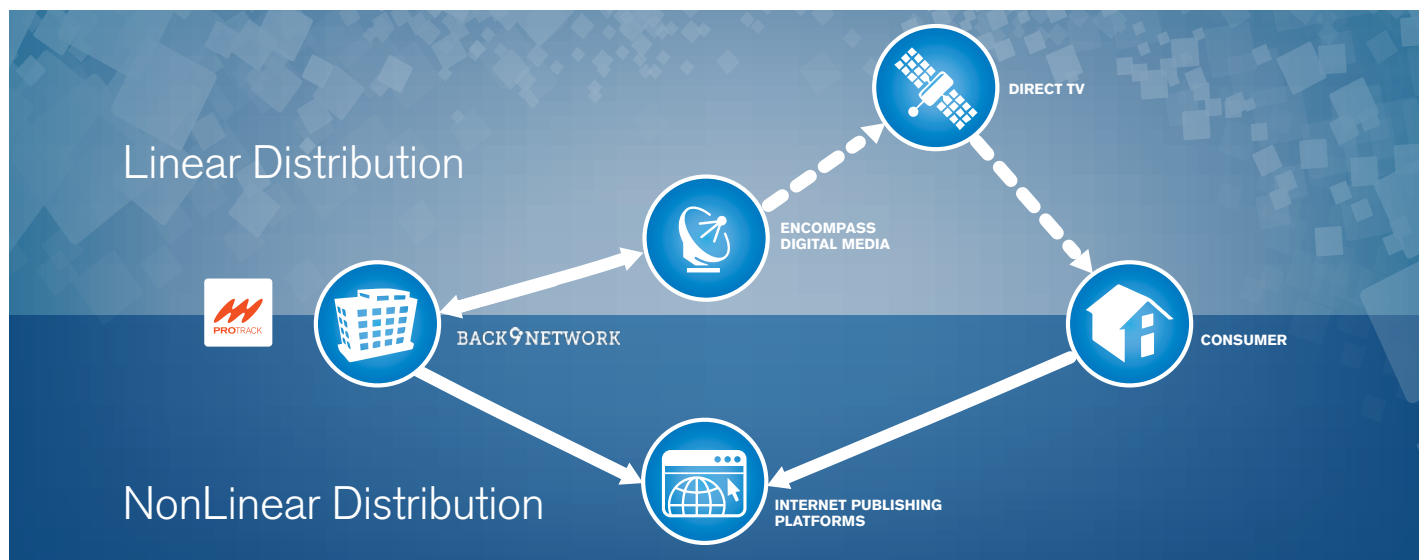
"As a new television network we were looking for a broadcast management system that would not only enable us to hit the ground running today, but that will play a part in our business growth tomorrow," said Harry Goldberg, Vice President Operations and Engineering, BACK9NETWORK. "In Myers, we found an experienced partner with a credible reputation who is focused on scalability and whose product will manage our entire back-office workflow as well as afford key integrations into disparate systems."

A Quick Turnaround – Implementation & Integration

Myers installed a complete ProTrack system, including the exclusive services of ProWeb and MIS BackUp, in eight weeks. Once configured for BACK9NETWORK's broadcast operation, ProTrack assumed responsibility for all of their program and interstitial content metadata management. In addition, BACK9NETWORK leveraged ProTrack's dedicated linear and nonlinear scheduling, sales management, rights management, traffic and automation/transcode integrations. Encompass Digital Systems (EDS) provides Master Control and playout services for BACK9NETWORK, and ProTrack exports playlists to EDS. EDS is returning as-runs for reconciliation for an efficient workflow.

Powerful Sales Management

With ProTrack, BACK9NETWORK is able to manage both a remote (3rd party) sales team as well as an internal sales team. By tracking sales, avails, and placement of commercials across broadcast and non-broadcast environments, ProTrack's sales functionality allows networks like BACK9NETWORK to more easily take advantage of potential revenue streams that they are not currently monetizing.



About Myers: Founded in 1982, Myers has been a pioneer in developing broadcast management software that keeps pace with the rapidly evolving media landscape. Myers' extensive domain knowledge and systems integration expertise has served an integral part of developing a suite of software products and services that drive distribution workflows across multiple departments and systems. Media facilities, large or small, benefit from utilizing Myers by getting a scalable broadcast management solution that improves operational efficiency and profitability.

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