

OATS' Landmark decision

Oracle Airtime Sales, the advertising sales arm for pay television stations M-Net and DStv, recently implemented Landmark software to manage the company's media planning and media buying function.

"The size and complexity of running a multi-channel operation on the Landmark platform continues to amaze the suppliers of the software and to date we hold the record for running the most channels on the platform," explains Chris Hitchings, Oracle Airtime Sales Director.

As a result of considerable investment in training for channel managers and account managers to ensure a smooth transition for the channels' advertisers, the Landmark system has already become an integral part of the business.

"Sky News in the UK has also purchased Landmark and will shortly be running over 200 channels on this platform so we are in good company," concludes Hitchings.

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