

Határokon átnyúló Költségvetés tervezés Cognos eszközökkel

- I. HBO Central Europe bemutatása**
- II. Miért van szükségünk a COGNOS-ra? – az HBO elvárásai**
- III. Rendszerarchitektúra**
- IV. Tervezési struktúra és folyamat**

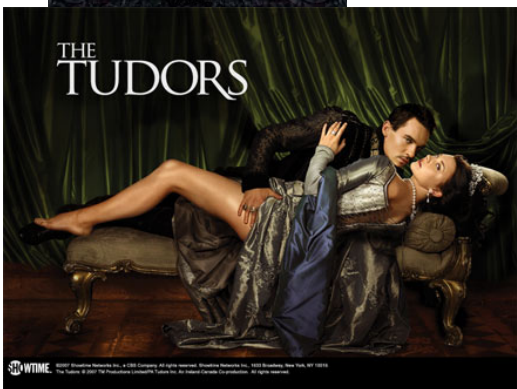
I. HBO Central Europe bemutatása



HBO CE TERMÉKEI

HBO - Prémium Mozicsatorna

- Mozi Filmek, Kasszasikerek
- Sajátgyártású Produkciók
- Egyedi sorozatok



Cinemax – "A második legjobb"

- Egyedi, merész és művész filmek
- Minőségi kortárs produkciók
- Klasszikusok





Az alapszolgáltatás kiegészítő csatornája;
filmek, más sorrendben – több sorozat



Tematikus mozicsatorna, vígjátékok



High Definition, nagy felbontású adás



Video-téka szolgáltatás “Video-on-demand”

II. Miért van szükségünk a COGNOS- ra? – az HBO elvárásai

Korábbi helyzet

Miért van szükség a COGNOS-ra?

- A korábbi tervező rendszer (XL) elavult és korlátozottan integrálható
- Az egyre bonyolult termék és jogi cég struktúrát nehéz volt excel-ben karbantartani – rugalmatlan struktúra
- Tervező XL fájlok mérete elérte a határokat
- Excel linkek nem stabilak
- Biztonságosnak és kézi beavatkozás-mentesnek kell lennie a folyamatnak
- A tervezési ciklus folyamán kevés idő jutott a tényleges üzleti folyamatok elemzésére

NEHÉZSÉGEK

- A már “jól bevált” XL alapú folyamat átalakítása
- Termék és cég struktúra különböző – eredménykimutatás és mérleg tervezés más dimenziók mentén történik
- Különböző devizanemek kezelése
- Adatok gyűjtése külső forrásokból (pl. tény adatok, előfizetői létszám stb...)
- Tervezési struktúra egységesítése / helyi sajátosságok figyelembe vétele (pl. árbevétel számítás, különböző adószámítási szabályok)
- Központilag számolt költségek felosztása

Miért döntöttünk úgy, hogy a COGNOS rendszert választjuk?

- Integrált tervezési és riportozási rendszer
- Többdimenziós adatbázison alapuló riportozó rendszer
- Központosított struktúra és folyamatvezérlés
- Hatékony adatbeviteli eszközzel rendelkezik
- Beépített függvények segítik a tervezési algoritmusokat

- Könnyű és gyors kezelése a különböző terv változatoknak
- Rugalmasan kezeli az „ad hoc” riportok igény szerint elkészítését
- Rugalmas Excel kapcsolat
- Web-es tervezési felület
- Gyors, egyszerű helyi telepítés
- Minimális tréning szükséges a végfelhasználó számára

HBO elvárásai/ jövőbeni előnyök

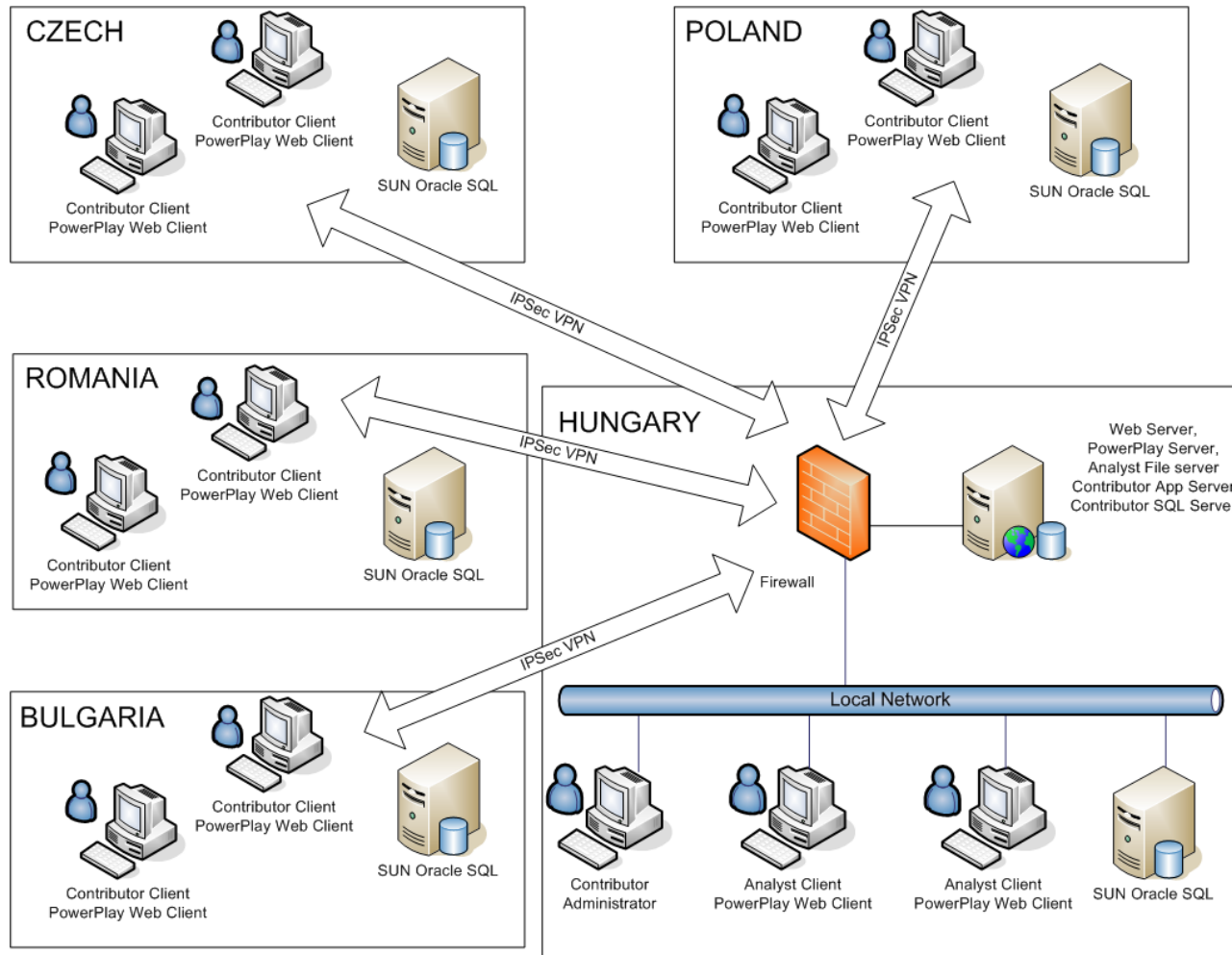
- Hatékony tervezési folyamat / a tervezés idejének csökkentése
- Több idő az üzleti folyamatok elemzésére
- Egyszerűsített riport struktúra
- Automatizált adatgyűjtés / adatpontosság
- Optimalizált emberi erőforrások
- „Ad hoc” riportok a menedzsment részére
- Lehetőség más területek integrációjára
(Összekapcsolhatóság a tény riportozó rendszerrel, előfizetői létszám és film licenz nyilvántartással)
- Upgrade – 7.3-ról Cognos 8-ra

Néhány adat a rendszer bevezetéséről

- 2004 decemberben készült el a specifikáció
- A rendszert fél év alatt fejlesztette az IBCnet (teszteléssel együtt)
- HBO részéről kb. 10 fős project team alakult – IBC részéről 2-3 ember dolgozott a projecten
- Kb. egy hónap volt szükséges a corporate team-nek arra, hogy megtanulja a rendszer kezelését ill. a további fejlesztését
- 2005-ben már az új rendszerrel készítettük a 2005-ös féléves előrejelzést és a 2006-os tervet
- Tervezési időszakban kb. 30-35 felhasználó dolgozik a rendszerben

III. Rendszerarchitektúra

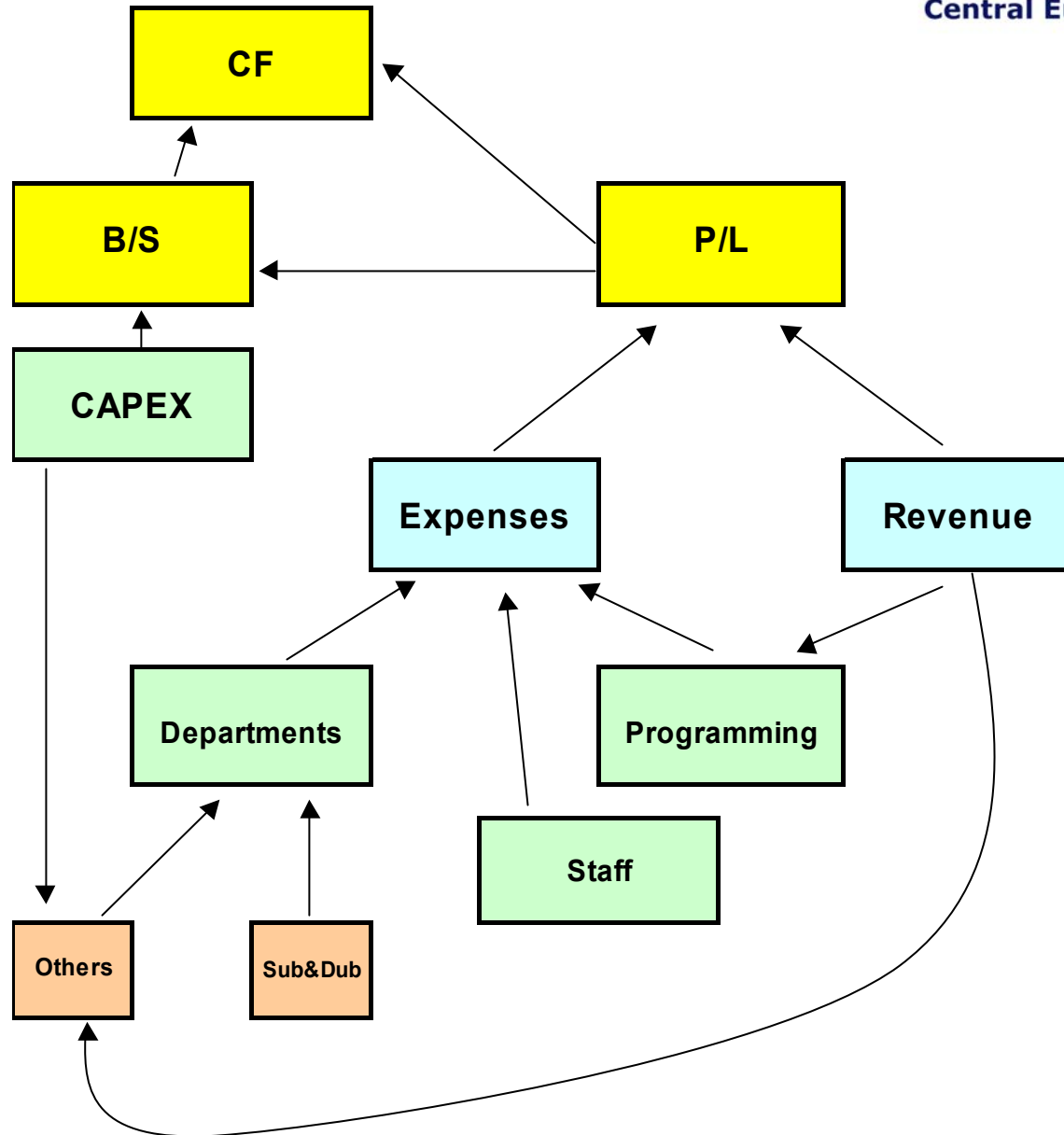
HBO-Cognos rendszerarchitektúra



Cognos komponensek

- **Analyst / Manager (7.3)** – modellezés, tervezési folyamat menedzselése, regionális konszolidáció, Excel riportozás. A Corporate Finance team használja.
- **Contributor** – web-alapú komponens adatgyűjtésre a tervezés során, a tervezési folyamat monitorozása. A tervezésbe bevont országok használják.
- **Contributor Administrator / Access manager** – a Corporate team használja a Contributor felhasználói felületének karbantartására, jogosultságok definiálása
- **PowerPlay** – web-alapú riportozó komponens, az egyes országok havi zárási folyamatához és tervezési jelentéseihez
- **PowerPlay Transformer** – adatok publikálása a weben

IV. Tervezés struktúrája



Local	Regional	Automated calculations
Contribution to Budget		

P&L	Revenue		
	Subs Revenue		
	Other Revenue		Bad Debt expense
	Operating Expenses		
	Original Production	Programming Acquisition	Programming amort.
	Sales&Marketing	Sub&dub	
		Consumer Marketing	
		On Air	
		Transponder / Transmission exp.	
	Local Staff	Staff in Corporate	Corporate Allocation
	Local G&A	G&A in Corporate	Depreciation of Assets
	Other Expenses		
	Income Tax		Margin on Corp Alloc

CAPEX	Acquisition	Acquisition
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B/S	Other Assets	Cash
	Accruals	Trade receivables
	Other Liabilities	Bad Debt
		Programming Inventory
		I/C balances
		Refional financing
		Equity items
C/F		All CF lines

Local	Regional	Automated calculations
Contribution to Budget		

P&L	C O N T R I B U T O R	C O N T R I B U T O R	A N A L Y S T
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CAPEX	CONTRIBUTOR	CONTRIBUTOR	ANALYST
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B/S	CONTRIBUTOR		ANALYST
C/F			ANALYST

CONTRIBUTOR / ANALYST

CAPEX

Subs Revenue

**Programming
HBOs and CMX**

Sub&Dub

Analyst

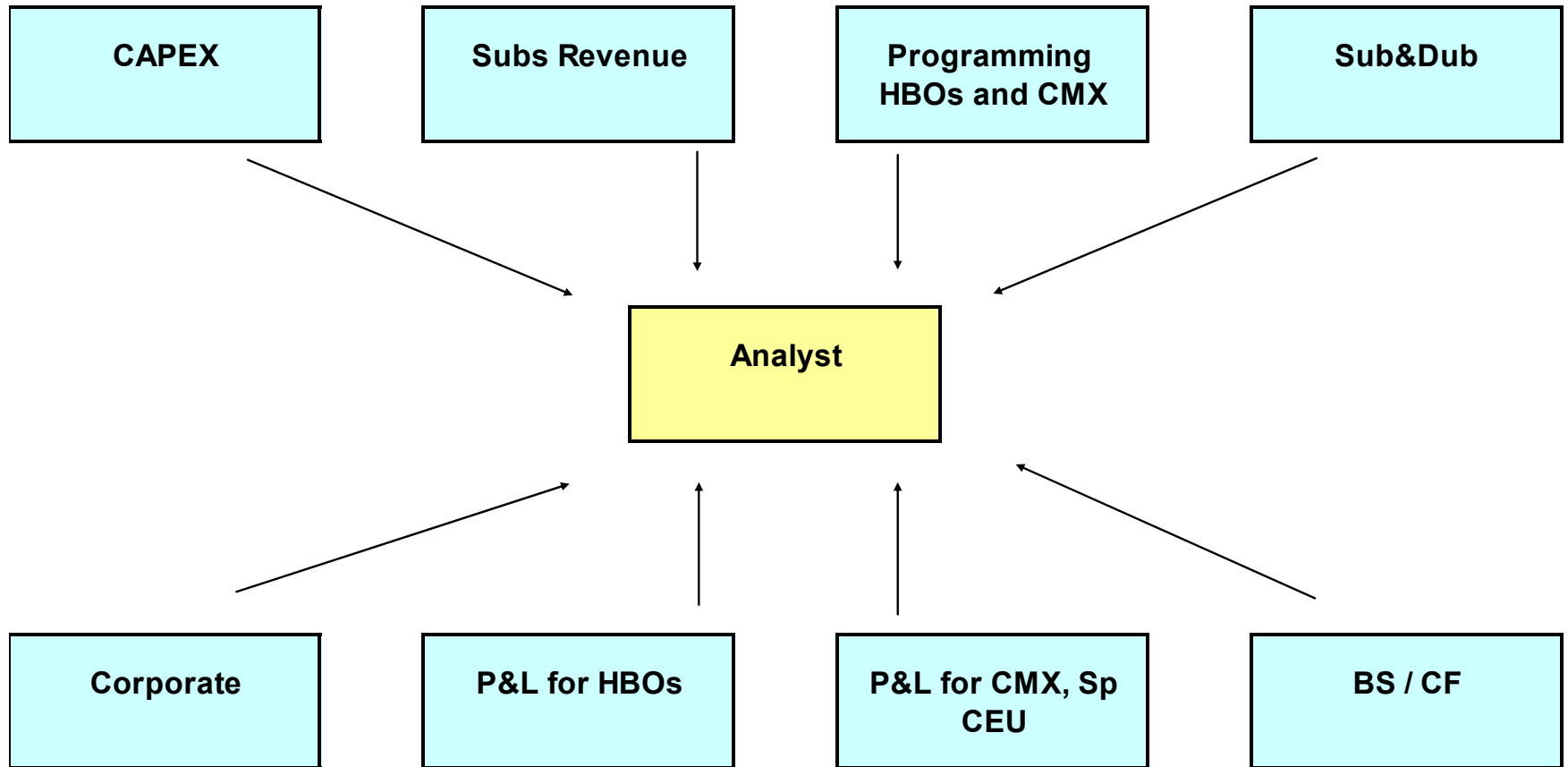
Corporate

P&L for HBOs

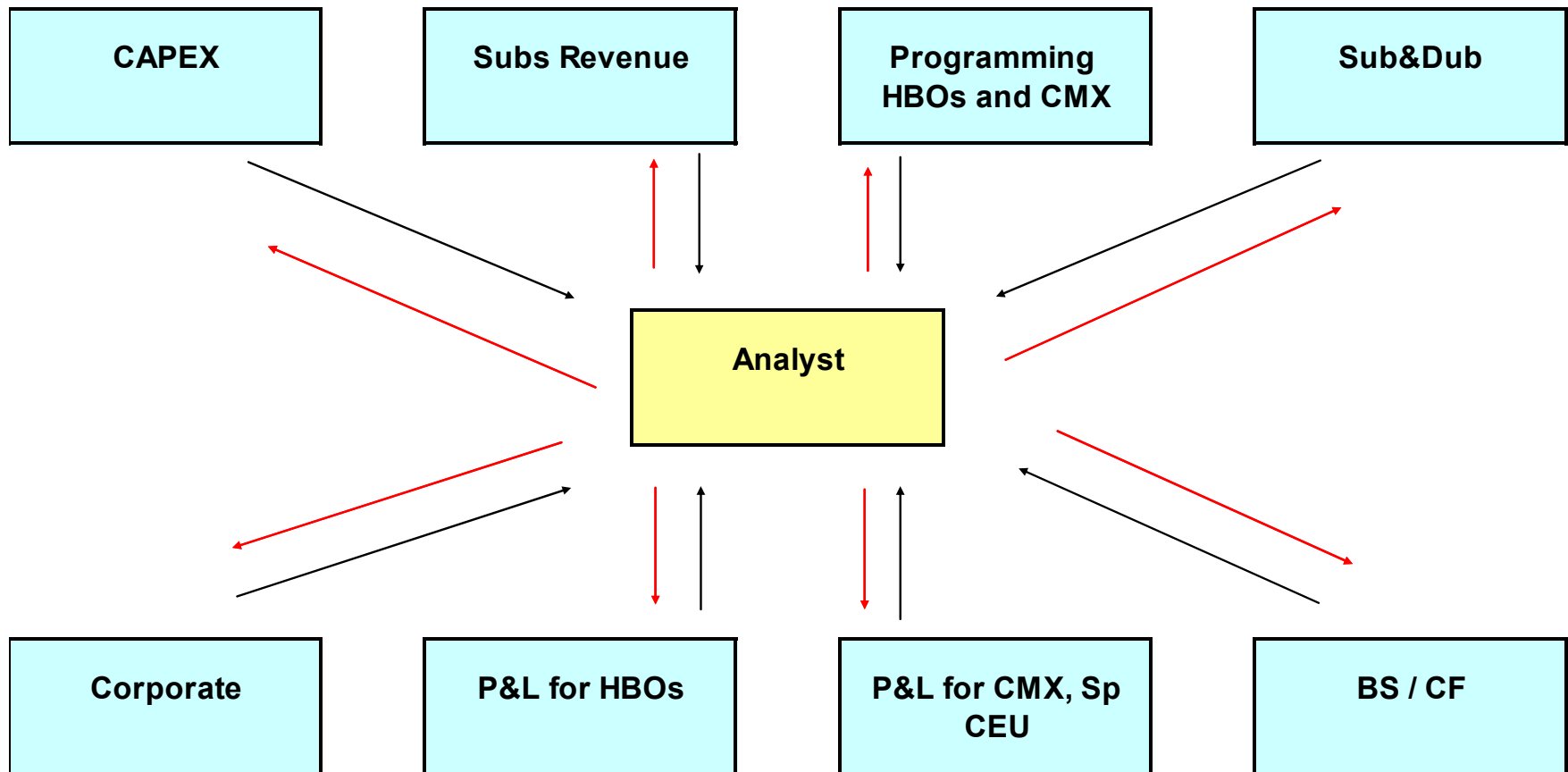
**P&L for CMX, Sp
CEU**

BS / CF

CONTRIBUTOR / ANALYST



CONTRIBUTOR / ANALYST



Mi történik Analyst-ban?

- Tervezési modellek definiálása
- Pénznem típusok és árfolyamok definiálása
- Olyan adatok rögzítése, melyeket a Corporate Finance team kezel
- A filmlicenz amortizáció és a központi „corporate” költségek allokációs számítása

Mi történik **Analyst**-ban? (folyt.)

- A Contributor-ból és más almodellekből érkező adatok integrálása; a konszolidált eredménykimutatás és mérleg elkészítése
- A konszolidált Cash flow előállítása
- Különböző riportok készítése a menedzsment részére
- Verziókezelés, archiválás
- Tervezési folyamat irányítása

Contributor - Screenshots

Welcome - Cognos Planning

Driving effective performance planning.

- Contributions**
- 1011 HBO-Rev-HU
 - 1012 Spektrum-Rev-HU
 - 1013 Cinemax-Rev-HU
 - 2011 HBO-Rev-CZ
 - 2012 Spektrum-Rev-CZ
 - 2013 Cinemax-Rev-CZ
 - 3011 HBO-Rev-PL
 - 3012 Cinemax-Rev-PL
 - 4011 HBO-Rev-RO
 - 4012 Cinemax-Rev-RO
 - 5011 HBO-Rev-BG
 - 5012 Cinemax-Rev-BG
 - 6011 HBO-Rev-SLO
 - 6012 HBO-Rev-CRO
 - 6013 Cinemax-Rev-SLO
 - 6014 HBO-Rev-SRB
 - 6015 Cinemax-Rev-CRO
 - 6016 Cinemax-Rev-SRB
- Reviews**
- HBO_CE

You are a contributor for:

Name	State	Ownership	Reviewer	Last Data Change
(All)		Email All		
1011 HBO-Rev-HU	Work In Progress	Fetervari Vilmos		13:31:25 - Wednesday, October 07, 2009
1012 Spektrum-Rev-HU	Work In Progress	Fetervari Vilmos		13:31:20 - Wednesday, October 07, 2009
1013 Cinemax-Rev-HU	Locked	Fetervari Vilmos		13:31:19 - Wednesday, October 07, 2009
2011 HBO-Rev-CZ	Locked	Michal Mizera		08:51:48 - Friday, October 09, 2009
2012 Spektrum-Rev-CZ	Locked	Fetervari Vilmos		13:31:13 - Wednesday, October 07, 2009
2013 Cinemax-Rev-CZ	Locked	Fetervari Vilmos		13:31:08 - Wednesday, October 07, 2009
3011 HBO-Rev-PL	Locked	Maciej Peksa		14:30:50 - Thursday, October 08, 2009
3012 Cinemax-Rev-PL	Locked	Maciej Peksa		14:21:03 - Thursday, October 08, 2009
4011 HBO-Rev-RO	Locked	Madalina Popescu		13:31:00 - Wednesday, October 07, 2009
4012 Cinemax-Rev-RO	Locked	Madalina Popescu		14:45:42 - Wednesday, October 07, 2009
5011 HBO-Rev-BG	Locked	Madalina Popescu		12:20:45 - Thursday, October 08, 2009
5012 Cinemax-Rev-BG	Locked	Fetervari Vilmos		13:30:49 - Wednesday, October 07, 2009
6011 HBO-Rev-SLO	Locked	Michal Mizera		08:14:40 - Friday, October 09, 2009
6012 HBO-Rev-CRO	Locked	Michal Mizera		08:21:50 - Friday, October 09, 2009
6013 Cinemax-Rev-SLO	Locked	Michal Mizera		08:34:41 - Friday, October 09, 2009
6014 HBO-Rev-SRB	Locked	Michal Mizera		08:32:25 - Friday, October 09, 2009
6015 Cinemax-Rev-CRO	Locked	Fetervari Vilmos		13:30:33 - Wednesday, October 07, 2009
6016 Cinemax-Rev-SRB	Locked	Michal Mizera		08:38:36 - Friday, October 09, 2009

	Jan - Forecast	Feb - Forecast	Mar - Forecast	Apr - Forecast	May - Forecast	Jun - Forecast	Jul - Forecast	Aug - Forecast	Sep - Forecast	Oct - Forecast	Nov - Forecast	Dec - Forecast	Total Forecast	Jan - Budget	Feb - Budget	Mar - Budget	Apr - Budget	May - Budget	Jun - Budget	
Operator Name	UPC Cable	UPC Cable	UPC Cable	UPC Cable	UPC Cable	UPC Cable	UPC Cable	UPC Cable	UPC Cable	UPC Cable	UPC Cable	UPC Cable		UPC Cable	UPC Cable	UPC Cable	UPC Cable	UPC Cable	UPC Cable	
PERFORMANCE / ACTIVITY (incl. promo or campaign)																				
Model Opening Performance	46,695	0	0	0	0	0	0	0	0	0	0	0	46,695	0	0	0	0	0	0	0
Reachables	662,146	656,530	648,921	640,675	634,467	633,876	620,118	612,000	615,000	615,000	615,000	615,000	615,000	614,000	613,000	612,000	611,000	600,000	595,000	595,000
BOP	46,695	45,719	42,946	42,784	39,605	39,512	39,249	39,718	39,508	40,253	41,374	42,180	42,180	43,655	42,179	37,906	36,244	32,565	31,972	31,972
Connects	2,244	2,523	3,279	2,172	1,988	1,769	2,299	1,990	4,145	4,021	2,951	3,853	33,234	1,744	1,023	1,779	1,672	1,488	1,768	1,768
Disconnects	(3,220)	(5,296)	(3,441)	(5,351)	(2,081)	(2,032)	(1,830)	(2,200)	(3,400)	(2,900)	(2,145)	(2,378)	(36,274)	(3,220)	(5,296)	(3,441)	(5,351)	(2,081)	(2,032)	(2,032)
Net Gain	(976)	(2,773)	(162)	(3,179)	(93)	(263)	469	(210)	745	1,121	806	1,475	(3,040)	(1,476)	(4,273)	(1,662)	(3,679)	(593)	(263)	(263)
Reclass. from acqu. & tech. changes	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Gain + Reclass (hidden)	(976)	(2,773)	(162)	(3,179)	(93)	(263)	469	(210)	745	1,121	806	1,475	(3,040)	(1,476)	(4,273)	(1,662)	(3,679)	(593)	(263)	(263)
EOP	45,719	42,946	42,784	39,605	39,512	39,249	39,718	39,508	40,253	41,374	42,180	43,655	43,655	42,179	37,906	36,244	32,565	31,972	31,700	31,700
Average subs (activity)	46,207	44,333	42,865	41,195	39,559	39,381	39,484	39,613	39,881	40,814	41,777	42,918	41,502	42,917	40,043	37,075	34,405	32,269	31,844	31,844
Average free subs during promo month	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BOP for cum calc	46,695	45,719	42,946	42,784	39,605	39,512	39,249	39,718	39,508	40,253	41,374	42,180	499,543	43,655	42,179	37,906	36,244	32,565	31,972	31,972
Churn factor	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Churn	6.90%	11.58%	8.01%	12.51%	5.25%	5.14%	4.66%	5.54%	8.61%	7.20%	5.18%	5.64%	7.26%	7.38%	12.56%	9.08%	14.76%	6.39%	6.36%	6.36%
Penetration	6.90%	6.54%	6.59%	6.18%	6.23%	6.19%	6.40%	6.46%	6.55%	6.73%	6.86%	7.10%	7.10%	6.87%	6.18%	5.92%	5.33%	5.33%	5.33%	5.33%
REVENUE																				
MG Subs	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Billable Subs Option	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average
Annual Average subs	1	1	1	1	1	1	1	1	1	1	1	1	12	1	1	1	1	1	1	1
(BOP + EOP) / 2	1	1	1	1	1	1	1	1	1	1	1	1	12	1	1	1	1	1	1	1
Billable Subs Correction	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Billable subs	46,207	44,333	42,865	41,195	39,559	39,381	39,484	39,613	39,881	40,814	41,777	42,918	41,502	42,917	40,043	37,075	34,405	32,269	31,844	31,844
Higher of MG/Billable Average	46,207	44,333	42,865	41,195	39,559	39,381	39,484	39,613	39,881	40,814	41,777	42,918	41,502	42,917	40,043	37,075	34,405	32,269	31,844	31,844
Contractual rate in local currency	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50	1,392.50
Discount in local currency	(520.17)	(516.52)	(521.04)	(516.37)	(538.10)	(548.81)	(570.23)	(572.50)	(572.50)	(577.50)	(580.50)	(580.50)	(550.57)	(580.00)	(580.00)	(580.00)	(580.00)	(575.50)	(575.50)	(575.50)
Discounted rate in local currency (eff. billing r.)	872.33	875.98	871.46	876.13	854.40	843.69	822.27	820.00	815.00	812.00	812.00	812.00	841.93	812.50	812.50	812.50	812.50	817.00	817.00	817.00
Currency Type	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF	HUF
Currency exchange rate (hidden)	211.111	233.295	233.417	223.072	206.331	200.280	193.144	195.000	195.000	195.000	195.000	195.000	206.703	195.000	195.000	195.000	195.000	195.000	195.000	195.000
Contractual rate in \$	6.60	5.97	5.97	6.24	6.75	6.95	7.21	7.14	7.14	7.14	7.14	7.14	6.77	7.14	7.14	7.14	7.14	7.14	7.14	7.14
Discount in \$	(2.46)	(2.21)	(2.23)	(2.31)	(2.61)	(2.74)	(2.95)	(2.94)	(2.96)	(2.98)	(2.98)	(2.98)	(2.68)	(2.97)	(2.97)	(2.97)	(2.97)	(2.97)	(2.96)	(2.95)
Discounted rate in \$ (effective billing rate)	4.13	3.75	3.73	3.93	4.14	4.21	4.26	4.21	4.21	4.18	4.16	4.16	4.09	4.17	4.17	4.17	4.17	4.17	4.18	4.18
Revenue in local currency	40,307,647	38,834,338	37,355,190	36,091,629	33,798,864	33,225,095	32,465,972	32,482,660	32,702,010	33,263,003	33,922,924	34,849,010	419,298,342	34,870,063	32,534,531	30,123,438	27,953,656	26,298,828	26,013,688	26,013,688
Revenue in \$	190,931	166,461	160,036	161,794	163,809	165,894	168,092	166,578	167,703	170,580	173,964	178,713	2,034,553	178,821	166,844	154,479	143,352	134,866	133,400	133,400
Total cost of promotion	(113,853)	(98,153)	(95,684)	(95,358)	(103,166)	(107,910)	(116,570)	(116,300)	(117,085)	(120,871)	(124,367)	(127,762)	(1,337,080)	(127,651)	(119,101)	(110,274)	(102,331)	(95,564)	(93,970)	(93,970)
Platform (List item)	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable	Cable
Common Operator	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BAD DEBT CALCULATION																				
Bad Debt Opening Bal (in \$) (A)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bad Debt %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bad Debt calculated (in \$) (B)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bad Debt Corrections (in \$) (C)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bad Debt of the Month (in \$) (D)=(B)-(C)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bad Debt Value (in \$) (E)=(A)+(D)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Bad Debt (in \$)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TRADE RECEIVABLES CALCULATION																				
D50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VAT invoiced %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Trade Rec calculated (in \$) (A)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Trade Rec Correction (in \$) (B)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Trade Rec Value (in \$) (A)+(B)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Fixed asset #	Project Code	Description	% of Depretation	Gross Value in Local Currency	Month/Year of purchase	Start of Depretiation	Check Purchase	Check Depreciation	First Planning Period
Fixed asset #01	PC9042	Replacement of Current IT/IBM Servers in CEU	20.00%	2,000,000	Oct - Forecast	Nov - Forecast	OK	OK	Aug - Forecast
Fixed asset #02		Automation main system (5 CH)	20.00%	57,525,000	Nov - Forecast	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #03		Omneon servers (MAIN/BU/PRW)	20.00%	30,225,000	Nov - Forecast	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #04		Channel Branding Units	20.00%	22,425,000	Nov - Forecast	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #05		Installation	20.00%	18,525,000	Dec - Forecast	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #06		Pre-wiring of Equipment room, partial work	20.00%	9,750,000	Dec - Forecast	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #07		Main Replacement parts	20.00%	3,000,000	Feb - Budget	Mar - Budget	OK	OK	Aug - Forecast
Fixed asset #08		Main Replacement parts	20.00%	2,000,000	Sep - Budget	Oct - Budget	OK	OK	Aug - Forecast
Fixed asset #09		DR playout system (reduced service playout)	20.00%	15,000,000	Aug - Budget	Sep - Budget	OK	OK	Aug - Forecast
Fixed asset #10		DR playout system (reduced service playout)	20.00%	15,000,000	Nov - Budget	Dec - Budget	OK	OK	Aug - Forecast
Fixed asset #11		Automation expansion	20.00%	26,325,000	Feb - Budget	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #12		Omneon servers SD	20.00%	18,525,000	Feb - Budget	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #13		Omneon servers HD (MAIN/BU/PRW)	20.00%	20,475,000	Feb - Budget	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #14		Branding Units	20.00%	22,425,000	Feb - Budget	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #15		Storage	20.00%	36,075,000	Feb - Budget	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #16		Deep Archive expansion	20.00%	19,500,000	Feb - Budget	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #17		Dolby E workflow	20.00%	37,050,000	Feb - Budget	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #18		Additional elements	20.00%	6,240,000	Feb - Budget	Feb - Budget	OK	OK	Aug - Forecast
Fixed asset #19		Automation expansion (from 2011)	20.00%	22,425,000	Aug - Budget	Oct - Budget	OK	OK	Aug - Forecast
Fixed asset #20		Omneon servers (from 2011)	20.00%	20,475,000	Aug - Budget	Oct - Budget	OK	OK	Aug - Forecast
Fixed asset #21		Branding Units (from 2011)	20.00%	22,425,000	Aug - Budget	Oct - Budget	OK	OK	Aug - Forecast
Fixed asset #22		Storage (from 2011)	20.00%	12,675,000	Aug - Budget	Oct - Budget	OK	OK	Aug - Forecast
Fixed asset #23		Additional elements (from 2011)	20.00%	3,900,000	Aug - Budget	Oct - Budget	OK	OK	Aug - Forecast
Fixed asset #24	PC9055	CEU/VOD PILOT PROJECT	20.00%	12,377,954	Aug - Forecast	Sep - Forecast	OK	OK	Aug - Forecast
Fixed asset #25		HD Equipment (RO)	20.00%	27,300,000	Jan - Budget	Jan - Budget	OK	OK	Aug - Forecast
Fixed asset #26			0.00%	0					Aug - Forecast
Fixed asset #27			0.00%	0					Aug - Forecast
Fixed asset #28			0.00%	0					Aug - Forecast
Fixed asset #29			0.00%	0					Aug - Forecast
Fixed asset #30			0.00%	0					Aug - Forecast
Fixed asset #31			0.00%	0					Aug - Forecast
Fixed asset #32			0.00%	0					Aug - Forecast
Fixed asset #33			0.00%	0					Aug - Forecast
Fixed asset #34			0.00%	0					Aug - Forecast
Fixed asset #35			0.00%	0					Aug - Forecast
Fixed asset #36			0.00%	0					Aug - Forecast
Fixed asset #37			0.00%	0					Aug - Forecast
Fixed asset #38			0.00%	0					Aug - Forecast
Fixed asset #39			0.00%	0					Aug - Forecast
Fixed asset #40			0.00%	0					Aug - Forecast
Fixed asset #41			0.00%	0					Aug - Forecast
Fixed asset #42			0.00%	0					Aug - Forecast
Fixed asset #43			0.00%	0					Aug - Forecast
Fixed asset #44			0.00%	0					Aug - Forecast
Fixed asset #45			0.00%	0					Aug - Forecast
Fixed asset #46			0.00%	0					Aug - Forecast
Fixed asset #47			0.00%	0					Aug - Forecast
Fixed asset #48			0.00%	0					Aug - Forecast
Fixed asset #49			0.00%	0					Aug - Forecast
Fixed asset #50			0.00%	0					Aug - Forecast

	Jan - Forecast	Feb - Forecast	Mar - Forecast	Apr - Forecast	May - Forecast	Jun - Forecast	Jul - Forecast	Aug - Forecast	Sep - Forecast	Oct - Forecast	Nov - Forecast	Dec - Forecast	Total Forecast	Jan - Budget	Feb - Budget	Mar - Budget	Apr - Budget	May - Budget	Jun - Budget	Jul - Budget	Aug - Budget	...	
Fixed asset #01	0	0	0	0	0	0	0	0	0	0	33,333	33,333	66,667	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333
Fixed asset #02	0	0	0	0	0	0	0	0	0	0	0	0	0	0	958,750	958,750	958,750	958,750	958,750	958,750	958,750	958,750	958,750
Fixed asset #03	0	0	0	0	0	0	0	0	0	0	0	0	0	0	503,750	503,750	503,750	503,750	503,750	503,750	503,750	503,750	503,750
Fixed asset #04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373,750	373,750	373,750	373,750	373,750	373,750	373,750	373,750	373,750
Fixed asset #05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	308,750	308,750	308,750	308,750	308,750	308,750	308,750	308,750	308,750
Fixed asset #06	0	0	0	0	0	0	0	0	0	0	0	0	0	0	162,500	162,500	162,500	162,500	162,500	162,500	162,500	162,500	162,500
Fixed asset #07	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
Fixed asset #08	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #09	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	438,750	438,750	438,750	438,750	438,750	438,750	438,750	438,750	438,750
Fixed asset #12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	308,750	308,750	308,750	308,750	308,750	308,750	308,750	308,750	308,750
Fixed asset #13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	341,250	341,250	341,250	341,250	341,250	341,250	341,250	341,250	341,250
Fixed asset #14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373,750	373,750	373,750	373,750	373,750	373,750	373,750	373,750	373,750
Fixed asset #15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	601,250	601,250	601,250	601,250	601,250	601,250	601,250	601,250	601,250
Fixed asset #16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	325,000	325,000	325,000	325,000	325,000	325,000	325,000	325,000	325,000
Fixed asset #17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	617,500	617,500	617,500	617,500	617,500	617,500	617,500	617,500	617,500
Fixed asset #18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000
Fixed asset #19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #24	0	0	0	0	0	0	0	0	206,299	206,299	206,299	206,299	825,197	206,299	206,299	206,299	206,299	206,299	206,299	206,299	206,299	206,299	206,299
Fixed asset #25	0	0	0	0	0	0	0	0	0	0	0	0	0	455,000	455,000	455,000	455,000	455,000	455,000	455,000	455,000	455,000	455,000
Fixed asset #26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #41	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #42	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #43	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #45	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #46	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #47	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #48	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed asset #50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fixed assets total	0	0	0	0	0	0	0	0	206,299	206,299	239,633	239,633	891,864	694,633	6,112,383	6,162,383	6,162,383	6,162,383	6,162,383	6,162,383	6,162,383	6,162,383	6,162,383

Manager - Screenshots



Main Menu



Technical Preparation / Maintenance



Capital Expenditure



Subscriber Revenue



Subtitling & Dubbing Expense



Programming Expense



Staff Expense



Other Submodels for P&L



Corporate Expenses - Level 3, 2



Profit & Loss Statement



Balance Sheet / Cash Flow



FX Sensitivity



Access to NBRT Web Site



Access to User's Manual









Preparation Phase







-  **Modifying Archiving Rule (Version1=V1...V5)**
-  **Zero Out Whole Model**
-  **Setting Back Base Archiving Rule (Version1=V1)**
-  **Setting Up Allocation Tables**
-  **Setting Up Currency Type Lists**
-   **Setting Up Currency Allocations**
-   **Setting Up Central FX Rates**  **Setup FX Rates for Staff Planning**
-  **Setting Up Contributor Applications for Refo or Proj/Next Year Budget**
-  **Preparation for Revenue Planning**
-  **Preparation for Programming Planning**

REFORECAST

-   **Uploading Actual Data to Model**
-  **Uploading Budget Data to Model**
-  **Uploading Current Budget to Model (Comparisons)**

PROJECTION/BUDGET

-   **Uploading Actual Data to Model**
-  **Uploading Reforecast Data to Model**
-  **Uploading Current Refo to Model (Comparisons)**



Subscriber Revenue



PROCESS FLOW

REPORTS



Uploading Revenue Data to Contributor



Revenue Calculation



Go To Production (Status will be not changed in Contributor)



Platform Summary

OR



Go To Production (Status will be changed to 'Not Started' in Contributor)



Historical Revenue Overview



Modify Subscriber Revenue in Contributor



Uploading Revenue Data to Analyst



Archiving Subscriber Revenue



Updating Subscriber Revenue Reports
Projection / Budget

OR



Updating Subscriber Revenue Reports
Reforecast



Update PowerPlay Revenue Reports





Profit & Loss Statement



HBOs, Cinemax, Spektrum, CEU business, Corporate

PROCESS FLOW

REPORTS

- Uploading SubModels Data to P&L Projection / Budget
- OR** Uploading SubModels Data to P&L Reforecast
- Uploading P&L Data to Contributor
- Go To Production
(Status will be not changed in Contributor)
- OR** Go To Production
(Status will be changed to 'Not Started' in Contributor)
- Modify P&L in Contributor
- Uploading P&L Data to Analyst PL Update & Archive & Cons Projection/Budget
- CEU Business Consolidation
- Archiving P&L PL Entity & BS CF Full update Proj/Bud
- Updating Consolidated P&L (incl. FX Variance Analysis) Projection / Budget
- OR** Updating Consolidated P&L (incl. FX Variance Analysis) Reforecast Update PowerPlay Channel Reports

- CEU Business Level 1
- CEU Business Level 3
- Channel Report Level 1
- Channel Report Level 2
- Channel Report Level 3
- Product Report Net AXN Level 1
- Product Report Net AXN Level 2
- Product Report Net AXN Level 3