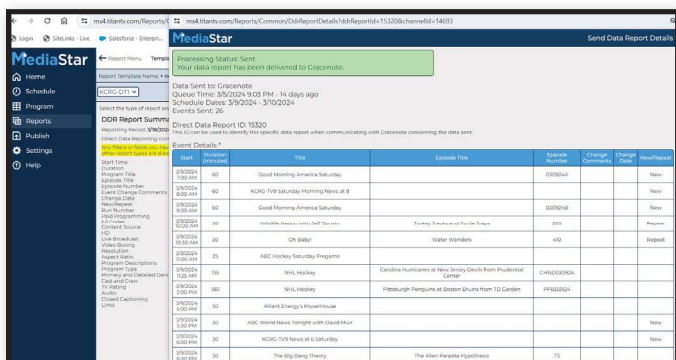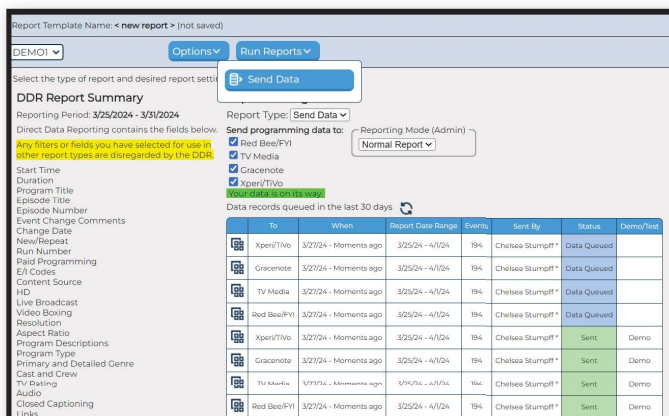# MediaStar DirectDataReporting

Dynamic Data Reporting

"To provide our client stations with the powerful tools they need to maintain their schedules quickly and efficiently" was the mission statement behind MediaStar's initial introduction. Today, after two decades of evolution to MediaStar and the introduction of new features, that guiding philosophy still stands true.

Dynamic Data Reporting (DDR) is the latest powerful feature in MediaStar. Available in both the Scheduler and Manager editions of MediaStar, DDR allows stations to compile their schedule reports and send them to the data services in a single, seamless operation.

To report to the various data services without DDR, a station must compile their schedule, convert the report to the specific file format required by the destination data service, attach the report to an email, and send it to that data service. With each data service requiring its own specific file format, the station must duplicate their efforts several times by recompiling the schedule, export it in the required format, and send it to the each data service.

Generating reports to all the data services in this manner is time-consuming and inefficient. In addition to the duplication of effort by repeating the same basic steps for each service, the process increases the chances of errors through the repeated keying of similar information for each service.

Dynamic Data Reporting provides a much better and faster way to generate and send schedule reports. In MediaStar's reporting feature, the station simply specifies the reports' time frame and chooses the desired data services. With click of the mouse, DDR compiles the schedule report, creates a file in the data services' preferred file formats, and sends the reports to each selected service.