

# Financial Management in TV-Station

Television broadcasting stations are highly specialized institutions. Editors, journalists and other media experts define the program and therewith influence the cost of the associated services such as licences, production, IT, etc. Traditional management by budgets with functional responsibilities is limited to exploit process efficiencies. Qonsult is highly experienced in implementing decentralized responsibilities for performance and results with the respective controlling instruments for radio and television stations.

Projects and instruments supported by our consultants include:



- > Allocation of internal costs, organization of shared services, e.g. technical services, IT and other internal services
- > Outsourcing of services in IT, production and post production
- > Optimization of processes and dynamic overhead value analysis for reduction of indirect costs
- > Implementation of decentralized p&l responsibilities for program sections with performance benchmarks and performance targets
- > Improvement of management information for daily p&l reportings of each business segment

The projects named above contributed to significant cost reductions and improved service quality at the same time. In general, the proved economic value of Qonsult projects exceeds the cost by a multiple.

The Qonsult professionals work closely together with the client's management and staff; and therefore deliver knowledge transfer and practical solutions. The Qonsult projects are focussed on measurable results and sustainable performance improvements.

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